



the HBAGK **HOME**
SHOW '18
The Indoor & Outdoor Living Show

Building beautiful homes to make sweet memories.



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

► **April 20, 21, 22 at the Knoxville Convention Center**



ALL NEW Floor Plan Pre-register for PRIME POSITIONS

*Green booths are sold

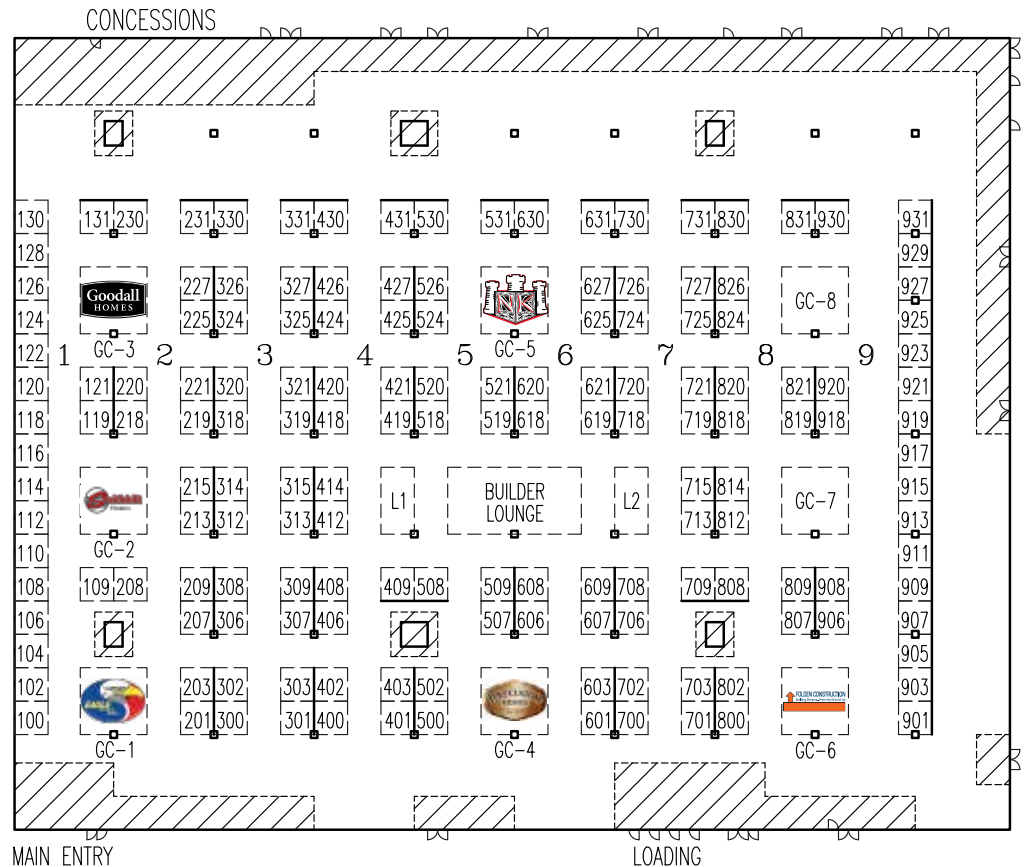
► **Location:**
Knoxville
Convention Center

► **Dates:**
Friday, April 20
12:00 p.m. - 7:00 p.m.
Member Preview
10:00 a.m. - 12:00 p.m.

Saturday, April 21
10:00 a.m. - 6:00 p.m.

Sunday, April 22
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 noon on Wednesday, April 18, 2018, and must be completed and ready to show by noon, Friday, April 20. 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

HBAGK Members Night is back - new and improved! 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, April 22, 2018. It is the responsibility of each exhibitor to remove all merchandise from the facility by Monday, April 23, 2018 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.



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

► 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. ***Green 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.therealhomeshow.com

► Order / Membership / Payment Information

Number of Booth(s): List 3 Choices of Booth Locations:

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™ 2018 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 Home Show for people actively building new homes and remodeling

We would like to invite you to participate in the 2018 HBAGK Home Show at the Knoxville Convention Center this April. The HBAGK Home Show is the longest-running home and remodeling show in East Tennessee and is attended by more people who are actively building new homes and remodeling existing homes than any other show of its kind. The HBAGK Home Show also features the most experienced, trusted and professional builders and suppliers in the industry – our members!

This year's show promises to be one of our best yet, shining a huge spotlight on those companies that choose to exhibit. Our attendance has been growing steadily for years, and it's the only show in Tennessee where you will find hundreds of people walking the floor daily with their new home blueprints and their remodeling drawings. Our attendees are looking to meet with and buy from people like you.

Because of the dramatic increase in attendance last year, space is filling up quickly for the 2018 HBAGK Home Show. We don't want you to miss out, so call us today to see how easy and cost-effective it is to participate in East Tennessee's premier home show. Our talented design team ensures that the HBAGK Home Show has the most professional displays for the most sought-after and profitable projects: kitchens, baths, outdoor recreation areas and state-of-the-art living spaces.

We are excited about the state of our industry and the opportunities 2018 will bring for our members. We look forward to promoting your business to our highly-qualified attendees at the 2018 HBAGK Home Show. Those consumers look to Home Builders Association of Greater Knoxville for the most professional, experienced and trustworthy builders and suppliers ... people just like you!

Show marketing, advertising and PR

► Marketing

Each year, we implement a comprehensive marketing campaign to promote the HBAGK Home Show. This marketing campaign includes direct marketing (digital and mail), advertising, social media promotion, public relations and cross-promotion among vendors. This year we have raised the bar with a full-court-press campaign for the show.

► Advertising

For the 2018 HBAGK Home Show, we are running an aggressive advertising campaign that includes digital, radio, television, print and social media platforms. This year, our targeting is finely-tuned to reach the people who will come to the show and spend money with our exhibitors. This year's campaign is not "business as usual" for the HBAGK Home Show!

► Digital and Social

HBAGK knows that digital and social media advertising provides a direct line to our targeted demographics. For this reason, HBAGK will invest more heavily in reaching out and touching our audience right where they are - online.

► Public and Media Relations

The 2018 HBAGK Home Show will utilize a full-scale public and media relations campaign to get the word out about the show and its participants. Local news outlets will receive press releases and story ideas leading up to and during the 2018 HBAGK Home Show. Last year's show received unprecedented news coverage, with a number of television and news stories before the show and many stories daily on television and radio during the show. Our show and the companies that exhibit in our show get attention and publicity!



The premier Tennessee Home Show features:

- More attendees who are actively building and remodeling homes than any other show
- The best venue in the market - the Knoxville Convention Center
- The region's most trusted, professional and experienced builders and suppliers – HBAGK members
- A new way of showcasing and promoting our exhibitors

