

# HBAGK HOME SHOW - HAS A NEW - HOME

March 26 - 28, 2021 | Knoxville Expo Center



Presented by OBNL FEDERAL CREDIT UNION

The 2021 HBAGK Home Show promises to be everything you expect from Knoxville's favorite and longest-running home show. **This year, the HBAGK Home Show has a new home - the Knoxville Expo Center on Clinton Highway.** The area's most trusted, experienced, and professional home builders will be there along with renovation and remodeling experts for your kitchen, bath, outdoor living space, and more. **Everything you love about the HBAGK Home Show plus free and convenient parking right outside the door.**

▶ Mark your calendars now.

# ALL NEW Floor Plan Pre-register for PRIME POSITIONS

\*Visit [HBAGKHomeShow.com](http://HBAGKHomeShow.com) for an up-to-date floor plan

► **Location:**  
Knoxville  
Expo Center

► **Dates:**

**Friday, March 26**

11:00 a.m. - 6:00 p.m.

**Saturday, March 27**

10:00 a.m. - 6:00 p.m.

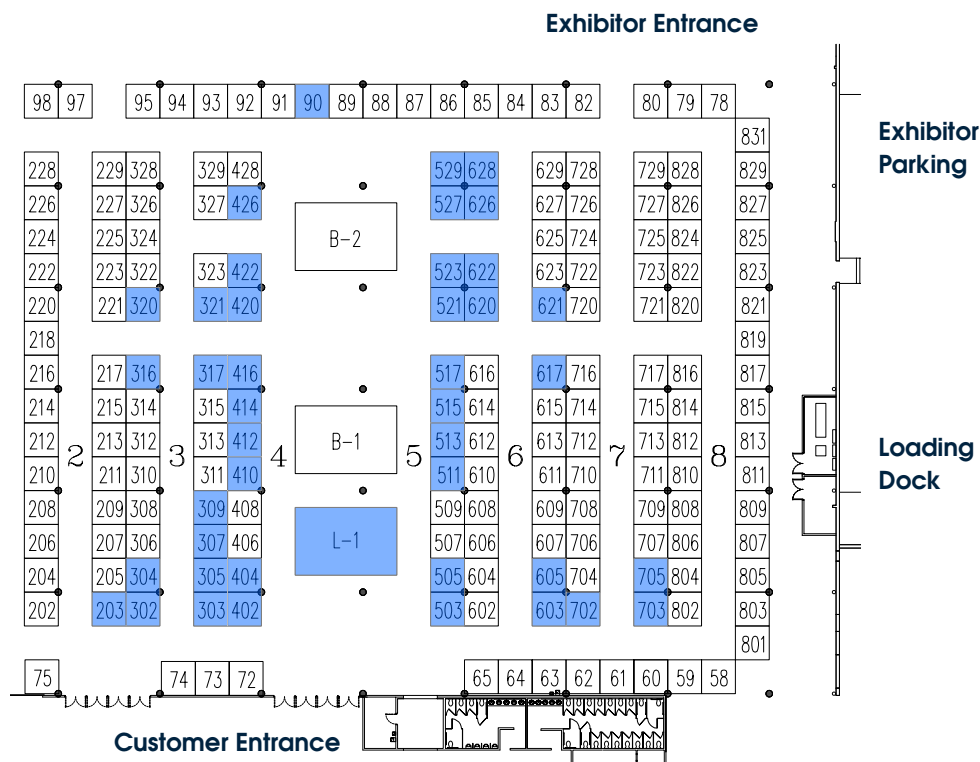
**Sunday, March 28**

11:00 a.m. - 5:00 p.m.

**Please Note:**

\* Floor plan is subject to change.

\*\* KEC has support beams every 30' on show floor, plan accordingly.



## ► Quick Facts and Information

### Installation of Exhibits

The installation of exhibits begins at 9:00 a.m. on Wednesday, March 24, 2021, and must be completed and ready to show by 11:00 a.m., Friday, March 26. Exhibitors may move in according to their assigned times as designated by the Knoxville Expo Center. Marshalls will be on duty for assistance.

### Member Preview & Dessert Party

It's back! HBAGK members and guests are invited to a special preview of the show and dessert party on Thursday, March 25, from 6 - 8 PM. Each vendor receives 20 special invitations to share with clients & customers. We suggest bringing enough dessert for 25 people - cookies, cake, or your secret grandma's recipe. Each show aisle will be judged for the best dessert, and there will be one Best Dessert in Show!

### Exhibit Information

Exhibits must remain intact through 5:00 pm on Sunday, March 28, 2021. It is the responsibility of each exhibitor to remove all merchandise from the facility by **Sunday night, March 28, 2021 at 10:00 p.m.** Marshalls will coordinate move-outs on Sunday evening following the same procedures used during setup.

### Exhibitor Badges/Passes

Exhibitor badges will be available on-site during set-up at the Expo 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

FREE parking is available at the Expo Center! Exhibitors must park in the designated area at the rear of the building near Tillery Road. Exhibitors will have a special entrance by the designated parking area. Customer parking is reserved at the front entrance of the building near the ticket booth and customer entrance. Staff and handicap parking spaces at KEC 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 | 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)

## ► Exhibit Space Lease Rates (10' x 10')

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

1-3	10' x 10' Booth(s)	\$950.00 each
4+	10' x 10' Booth(s)	\$900.00 each
<b>Non-Member Rate</b>	<b>10' x 10' Booth(s)</b>	<b>\$1,350.00 each</b>

\*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.):

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

\* The KEC 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](http://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™ 2021 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: \_\_\_\_\_



## ► Free Parking - Easy Access - New Floorplan

Tennessee's longest-running and most popular home show! Home builders, architects, designers, remodelers and suppliers to the housing industry know the **Home Builders Association of Greater Knoxville (HBAGK) Home Show** is the one home show in East Tennessee that cannot be missed.

At the **HBAGK Home Show**, you will find more people actively involved in building a new home or remodeling an existing home than at any other home show in the Southeast. They're looking for architects, builders, flooring companies, remodelers and everything else associated with building a home or renovating an existing property.

Like every other year, space at the **2021 HBAGK Home Show** is filling up quickly. Many years, our floor space sells out entirely. Don't wait – call us today to reserve your space at the show! You'll see why so many of our exhibitors say the **HBAGK Home Show** is the most important marketing activity they do each year – and it's the only home show they count on to drive their business for the entire year.

## ► HBAGK Home Show 2021 marketing, advertising and PR

We reached nearly 3 million people in East Tennessee with our marketing, advertising and promotion last year. This year, we're going even **bigger!** In the months and weeks leading up to the show, we use television, radio, billboards, newspapers, social media, digital advertising and public relations to spread the word about the HBAGK Home Show and drive people to the event.

Our highly-targeted campaigns not only draw a crowd, they draw exactly the kind of people your business needs to reach. Our highest priority is delivering **people actively in the process of building or remodeling** for our exhibitors. This ensures that you not only have people to talk to at the HBAGK Home Show, but people to sell to. No other home show in the Southeast does it better.

### COVID-19 Refund Policy:

HBAGK understands that Covid-19 has caused significant changes to societal operation(s). These concerns arise in preparation for the 2021 Home Show. If the show is canceled by HBAGK, the Home Show venue or city, county, state, federal or other governmental organizations at least thirty (30) days in advance of the show, HBAGK will offer the Exhibitor the choice of either a full refund or equivalent space in a future Home Show.

If the Home Show is cancelled within the thirty (30) days of the show date the exhibitor will receive an equivalent space in a future Home Show.



## ► HBAGK Home Show 2021

- More attendees actively building or remodeling than any other show
- The region's most experienced and most trusted builders and suppliers – our HBAGK members
- Unparalleled advertising, marketing and public relations
- The one show all of East Tennessee agrees is the must-attend show