

53rd Annual



March 2-4, 2012

Sioux Falls
Convention Center

EXHIBITOR HANDBOOK

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FUTURE HOME SHOW™ DATES back cover

Important Phone Numbers

Home Builders Association of the Sioux Empire
(HBASE)
(605) 361-8322

Sioux Falls Convention Center
(605) 367-4100

Julie Terrell, HBASE Executive Vice-President
(605) 351-7329 - cell phone

Exhibitor Information

WEBSITE:

Home Show™ information and updates can be found at: www.hbasiouxempire.com. To obtain your username and password to view the Exhibitor's Only page, send an email to info@hbasiouxempire.com.

EXHIBIT HOURS:

The 2012 Home Show™ will be open to the public during the following hours:

Friday, March 2 -- 10:00am - 8:00pm
Saturday, March 3 -- 10:00am - 8:00pm
Sunday, March 4 -- 11:00am - 5:00pm

CANCELLATIONS:

If an exhibitor does not submit monies due, as agreed upon in the contract, the space may be forfeited and the exhibitor will not be allowed to set up. The Home Builders Association will also have the right to dispose of the space without liability. No refunds will be made of deposit monies. If an exhibitor space is cancelled less than 30 days prior to the Show no refunds of any monies paid will be made.

EXHIBITOR'S ENTRANCE:

During the show, exhibitors must enter through the Exhibitor Entrance on the north side of the Convention Center. Only paid admission will be allowed through other doors. **YOU WILL NOT BE ABLE TO GAIN ENTRY WITHOUT your name being on the list of booth workers submitted by each company.** Exhibitors not on the list must pay admission (There will be **NO REFUNDS**).

ADMISSION & PRESOLD TICKETS:

- Admission fee - \$7.00
- 12 & Under - Free
- Senior Citizens - \$6.00 (Friday Only)

Advanced tickets sold to the public at all Sioux Falls Lewis Drug locations for \$6.00

Pre-sold tickets are available to HBA members for purchase for \$3.00 each. Stop by the HBA office by February 24, 2012 to pick them up or send in a ticket order form. Tickets will then be mailed to you, and are non-refundable. These tickets can be useful in pre-show promotions, passes for your family, friends and repeat customers.

SHOW OFFICE / SHOW MANAGEMENT:

The Home Show™ office is located in Meeting Room # 3.

SMOKING:

As designated under the State of South Dakota law, the SFCC is a non-smoking facility.

FOOD AND BEVERAGES:

Concession stands will be open during set up on Tuesday through Thursday. No outside food or beverages will be allowed in the Convention Center during set up and tear down.

FOOD SAMPLES:

Food and beverage samples must not be greater than 1 oz. and must be manufactured, processed or distributed by the exhibiting firm and must be related to participation in the event.

MOVE-IN:

During move-in and move-out, the exhibition hall lighting level is set at 50%. Heating or air conditioning is not provided during move-in or move-out. Review the Home Show Move In Map for your section. The Move-In Map for all exhibitors is available at www.hbasiouxempire.com.

Please observe this schedule for bringing large delivery trucks into the Convention Center. Load in and load out is allowed only through freight doors at the back of the building. No freight boxes or materials may be brought through any other doors.

Lobby doors may not be used during move in.

Zone A

Tuesday, February 28:
1:30 p.m. - 6:00 p.m.

Zone B

Tuesday, February 28:
6:00 p.m. - 10:00 p.m. and
Wednesday, February 29:
7:00 a.m. - 9:00 a.m.

Zone C

Wednesday, February 29:
9:00 a.m. - 2:00 p.m.

Zone D

Wednesday, February 29:
2:00 p.m. - 6:00 p.m.

Zone E

Wednesday, February 29:
Noon - 6:00 p.m.

Zone F

Thursday, March 1:
2:00 p.m. - 8:00 p.m.

*See
enclosed
move-in map
for your
section.*

*Move-in times
will be strictly
enforced.*

All Exhibitors: (except Zone E)

Wednesday, February 29:
7:00 a.m. - 10:00 p.m.

Thursday, March 1:
7:00 a.m. - 10:00 p.m.

Friday, March 2:
7:00 a.m. - 9:00 a.m.

All move in on the main floor should be complete by 8:00 p.m. Thursday, March 1 to allow aisle carpet to be laid. (This would apply to the un-carpeted areas only) Please have all materials in your booth space at this time.

All setup should be completed by 9:00 a.m. Friday, March 2, to allow enough time to finish cleanup of the entire building prior to show opening.

PRE-CARPETED AREAS:

Exhibitors using a vehicle or trailer in their display or using a large display on wheels are asked to contact the Convention Center Event Manager at 367-4167. Please schedule a time for Convention Center staff members to assist you during move in. No vehicles or equipment with tires will be allowed on the pre-carpeted areas unless the carpet is fully covered. If the carpet is damaged or dirtied by vehicles or equipment, the exhibitor responsible for the damage will be charged for the cleaning or replacing of the carpet.

DELIVERY VEHICLES:

If you drive a vehicle into the Convention Center during move in, please unload and remove it as quickly as possible to expedite the move in process for all. Do not drive trucks over electrical boxes during setup (they will break). No vehicles are allowed to drive on carpeted area of the Convention Center. Vehicles must have keys left in ignition at all times and a representative present to move it. Vehicles not used in an exhibit must be out of the building no later than 10:00 p.m., Thurs., March 1 and will not be permitted back in the building until 6:00 p.m. Sunday, March 4.

SHIPPING & RECEIVING:

All freight will be accepted into the Convention Center based on a price structure. Please call the Convention Center at 605-367-4100 for rates.

FORKLIFT:

A forklift is available on a first come, first served basis during certain set up times. See the "move in" map for available times. The forklift and cherry picker are available, for a fee, at other times. See the Convention Center staff for availability and prices.

**** ADA REQUIREMENTS ****

The Americans with Disabilities Act (ADA) has specific requirements for public exhibits. If an exhibit invites attendees to enter the booth, the exhibit must provide enough room for an attendee in a wheelchair to enter and exit the booth without having to back up.

If an exhibit has exposed cords or a raised edge, a ramp must be provided to allow access to the booth. Ramps should have a maximum slope of 1" of rise for every 12" of length. All ramps must be located inside the exhibit space and cannot extend into the hallway.

Any exhibitor that fails to comply with these regulations is subject to fine by the government.



EXHIBIT SPACE LIMITATIONS:

Exhibits may not exceed beyond the space allotted – this includes carpets. **This will be enforced.** Any outside walls of a booth which are visible to the public, or to adjoining booths, must be finished. All exposed sides (over 3 ft) must be finished by the exhibitor. Also, it is to your advantage to limit walls higher than 3' tall to 6' or 8' from the back wall. High walls extending to the aisle restrict the public's approaching view (no one will see you until they are directly in front of your booth).

Meeting Room Door Dimensions:
8.5' tall and 7' wide

Meeting Room Ceiling Height:
14' high

Note: In some areas, a Convention Center wall or column may extend into an exhibit area an inch or two.



BOOTH SET UP:

Please refrain from placing a table at the very edge of your booth. Tables should be placed at least two feet from the edge of the booth making room for people to step into the booth, speak with exhibitors, sign up for prizes, etc. This will help decrease congestion and improve traffic flow to all booths.

FURNITURE:

Please supply your own furniture or order from the Convention Center. *We provide for south side of Aisle N.* An order form was included with the January exhibitor mailing and is available at www.hbasiouxempire.com. You may also call 367-4100 to place an order. During the show setup, Convention Center order forms and staff are available by contacting the staff member at the Concession Stand. You are responsible for any damage to your own furniture or to leased furniture.

DRAPES:

Additional drapes may be ordered from the Convention Center when you order tables & chairs. Drapes must stay on the poles. Staples may not be placed into drapes.

WATER:

Depending on your location, water hook-ups may be available through the Convention Center for a charge. Please make arrangements through them at (605) 367-4100.

GAS:

A gas line above the booth may be supplied by the Convention Center. To ensure access, contact the Convention Center prior to Monday, February 27.

UTILITIES:

For safety reasons, installation of all utility services involving electrical, air, water, water drainage, or Internet/telephone connections must be performed by the SFCC.

TELEPHONE & CABLE:

Telephone hook-ups are available through the Convention Center for a charge. Please make arrangements through them at (605) 367-4100. Cable television hookups are available through the Convention Center for a fee.



FIREPLACES:

The Home Show Committee has established a policy limiting each participating Home Show exhibitor to the burning of 3 fireplaces at one time. This is mainly due to the lack of ventilation in the Convention Center, as well as the limited gas volume available. The Committee feels this policy is necessary to ensure the comfort of our Show visitors, as well as your fellow exhibitors. This policy will be policed and strictly enforced. Non-compliance may result in the loss of your Home Show exhibit space for the next year.

ELECTRIC:

A 110-volt, 20 amp electrical outlet will be available within 15 ft of your booth space. Be sure to bring extension cords if you plan to use the outlet. All electrical cords must be 3 prong grounded. Exhibitors will be charged for extension cord replacements that do not meet the required code.

Additional electrical services needed are to be ordered through the Convention Center. Under NO circumstances shall anyone but the "house approved electrician" make any special or direct wiring electrical connections. Use of open clip sockets, latex or lamp cord wire is prohibited. All exposed non-current carrying metal parts of fixed equipment shall be grounded. All motors over 3 hp must have magnetic starters and a disconnect switch furnished by the exhibitor.

Access to the floor utility boxes is mandatory. Any portion of your display which goes over a box must be easily moveable. The Convention Center staff & Home Show management will not be responsible for floor coverings that need to be cut or altered in order to gain access to floor utility boxes. Exhibitors are required to turn off exhibit lights, DVD players, etc. at the end of exhibit hours.

EXHIBITOR ETIQUETTE:

Please refrain from soliciting other exhibitors unless they visit your booth.

If you have a problem with a fellow exhibitor, please contact an HBA staff member.

DAMAGES:

Exhibitors are liable for any damage caused to the building floors, walls or columns; or to standard booth equipment, or to other exhibitor's property.

CARPET:

Except on pre-carpeted area, carpet is **NOT** provided. (For further information about pre-carpeted areas, please see page 7). If you need carpet in your booth, you may either purchase it before hand or rent it. The Convention Center prohibits the use of liquid adhesive or any other coating or tacking strips to secure carpet to building floor. Residue resistant vinyl carpet tape is required. All residue must be removed from the floor and disposed of immediately after the Show. If you fail to adhere to this policy, the Convention Center will charge you for the repair of damages and may go as far as prohibiting you from exhibiting in their building again.

SIGNS:

You may use your own sign providing it does not extend beyond your booth space. Two-sided signage may not extend above drapes facing your neighbor's booth. (Signs must face into your booth) Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns unless done by or under the direction of Convention Center staff. No holes may be drilled, cored or punched in the building. **By pre-arrangement with Convention Center staff only, Convention Center staff will hang your banner from the ceiling.**

Posters are required to be mounted on easels and/or individual holders. Also, no posters, play-bills or any other signage can be taped, stapled or affixed to any surface in the building. All signage must be of a printed nature and meet the approval of the show management. Handwritten signs are prohibited. At move-out, all posted signage must be removed by the exhibitor. If any materials are left in or on the building, the Customer will be billed at the prevailing labor rates to remove.

Contact the Convention Center for charges and details. To ensure assistance with signs, contact the Convention Center by Monday, February 27.

FIRE SAFETY:

All materials used in exhibit construction, decoration or as a temporary cover must be certified as flame-retardant, or a sample must be available for testing. If there is any flame retardant-question and no certificate or recognizable identification is readily apparent, the questionable material will be removed from the facility.

There will be no use of open flame or any open-flame device unless approved by the Sioux Falls Fire Marshal prior to the event.

All fire hose racks, fire extinguishers and emergency exits must be visible and accessible.

Excessive storage of any kind is not allowed behind booths or near electrical outlets services.

The use of halogen light fixtures is restricted, prior approval must be obtained.

Compressed gas cylinders, including LPG, are prohibited inside of the building except as approved by SFFR Fire Prevention.

Flammable or combustible liquids are prohibited inside of the building except as approved by SFFR Fire Prevention.

All booths must be able to pass Fire Marshall's inspection. Portable LP-gas containers are allowed to be used temporarily. Containers shall not exceed a 12 lb. water capacity. If more than one container is used in the same hall, they must be placed at least 20 feet apart.

Upper decks or covered areas are required to be limited to dimensions which do not exceed 1000 square feet in the contiguous area. Exhibits with upper decks, covered, or roofed areas exceeding 200 sq. ft. will require the installation of battery operated smoke detectors. Smoke detectors must emit an alarm audible outside of the area and must be installed in accordance with NFPA 72.

All pools, decorative fountains, etc. must be waterproofed and may be tested by SFCC Engineering prior to installation.



STAPLES, TACKS & STICKERS:

Staples and tacks are prohibited and not to be used on any building surface or equipment. No stickers will be allowed to be distributed. Tape of any type is prohibited in all areas of the building. Tape should not be placed on tables, chairs, walls, etc.

PAINTING:

No painting of signs or other objects is permitted in the building without proper drop clothes and masking to protect the floor.

BALLOONS:

Distribution of helium balloons in the SFCC is not allowed. If helium balloons become detached from a display, the labor cost to retrieve the balloons will be charged to the customer (which helps hold down labor costs for everybody). For safety reasons, compressed gas cylinders used to inflate balloons must be properly secured to prevent toppling and removed from the hall before the show opens.

SECURITY:

Periodic on-site inspections of premises are provided by the Convention Center security staff on a nightly basis, but this does not constitute a guarantee to the exhibitor's property. It is always wise to take precautions so that nothing is stolen. Small electrical equipment such as DVD players, televisions, computers, etc., should never be left unattended. The Home Show committee, Home Builders Association of the Sioux Empire and the Convention Center are not responsible for lost, damaged or stolen property.

CRATE STORAGE/BOOTH STORAGE:

All cartons, crates, containers, and packing materials that are necessary for re-packing shall be removed from the show floor. The SFCC inspects all exhibits to ensure compliance. Crates, packing materials, wooden boxes and other highly combustible materials may not be stored in the SFCC. Items such as brochures, literature, giveaways, etc., within the booths are limited to a one-day supply.



DISPLAY VEHICLES:

Automobiles, trucks, tractors, machinery and other motor vehicles utilizing flammable fuels, which are placed on display inside the SFCC shall have no more than 1/5 tank or five (5) gallons of fuel in the tank. All fuel tanks shall be locked or effectively sealed and at least one battery cable shall be disconnected from the ignition system. Ignition keys for vehicles on display shall be kept by a responsible person at the display location for removal of such vehicles from the building in the event of an emergency. Carpeting or visqueen must be placed underneath the vehicle for any possible leakage.

CONTESTS/GIVEAWAYS:

The P.A. system is available for exhibitors to use to announce winners of drawings. Those wishing to use it must arrange a time for the announcements. Contact an HBA staff member or Home Show committee member to schedule the use of the microphone for door prize announcements. Please leave a list of winners in the Home Show Office.

Feel free to get creative with your booth's giveaway items. Helium balloons are not allowed to be given away, however un-blown balloons or balloons blown up without helium are allowed.

CLEANING UP:

Clean up your booth before leaving at night. You can sweep the trash into the aisles and Convention Center maintenance will take care of it at no cost. If you wait until morning, do not put the trash in the aisles, the maintenance crew will NOT be there to clean in the morning; you must remove the trash by yourself. The SFCC is happy to provide booth cleaning for a fee at a square foot rate. This service includes trash pick-up and vacuuming the carpet inside your booth.

COAT CHECK:

The Architectural/Construction Engineering Technology students of Southeast Technical Institute sponsor this year's coat check in Meeting Room #3. The funds raised from donations will be used towards construction field trips.

NOISE:

Sound effects, loud speakers, attention getting devices and audiovisual equipment will not be permitted, except in locations where in the opinion of Home Show management such sounds and activity do not interfere with the activities of neighboring exhibits.

Show management will be the final arbitrator when deciding if noise is too loud. If an exhibitor refuses to lower their sound level, they will be removed from the show without any refund of rental fee.

PARKING:

Exhibitor parking is located on the north side of the Convention Center. This parking lot fills up quickly so be sure to schedule plenty of time to park and get to your exhibit on time. **All trucks and trailers must be parked in the north parking lot or they will be subject to towing by the Arena Management. Overnight parking of trucks or trailers is prohibited on show days.** Fire lanes are not to be used for parking, loading, or un-loading goods or merchandise. Vehicles found in violation are subject to being ticketed and/or towed.

EMERGENCIES:

In case of an emergency, contact the Convention Center or HBA Staff member on duty (Meeting Room #3). An EMT will be available throughout the show hours in the main hallway. The SF Fire Department is located at Booth N24.

LOST CHILD PROCEDURE:

1. Take child to HBA Show Office (Mtg. Rm. #3).
2. Make announcement using child's first name only.
3. Ask Parent for Photo ID and be sure to write down all ID information from the parent!!
4. Obtain a photo of the child if at all possible.
5. If child is school aged, get their name of school, grade and teacher.
6. If child is younger, get a detailed description of the child. Parents typically know the kind of shoes they are wearing.
7. Have parents tell you any other information their child may know: parent's names, siblings, pets, etc.



EXHIBITOR'S LOUNGE:

Chairs, tables and a water cooler will be available for exhibitor use in the HBA Home Show office— Meeting Room #3. The purpose of the Lounge is to offer exhibitors a place to relax, have lunch or catch up on work.

EXHIBITOR'S RECEPTION:

The reception will be held **Friday, March 2, at 8:00 p.m. at the Ramada Inn & Suites** (just east of the Sheraton). Details will be mailed to all exhibitors.

BOOTH AWARDS:

Displays will be judged and awards will be presented at the Exhibitor's Reception following the close of the show on Friday evening. **Your booth must be completely set up by 10:00 am on Friday, March 2, 2012 for judging.** Awards to be presented include:

1. Judges' Choice
2. Best of Show
3. Outstanding Cabinetry/Countertop Exhibit
4. Outstanding Builder/Remodeler Exhibit
5. Outstanding Small Associate Exhibit
6. Outstanding Medium Associate Exhibit
7. Outstanding Large Associate Exhibit
8. Outstanding Rookie Exhibit

SCORING CRITERIA:

1. **Overall Attractiveness:** Appearance, imagination of display, attention to detail and design, use of lighting.
2. **Product Display:** Workability of display, impact & initial impression, conveyance of message, best collateral and display materials, and neatness.
3. **Booth Construction:** Design originality, use of resource & materials, booth layout, utilization of space.
4. **Company Identification:** Ease of identification and quality of promotional incentive.

**2012 HOME SHOW™ SPECIALIZED
WORKSHOP SCHEDULE**
Sponsored by Xcel Energy

The Home Show Specialized Workshops are free to attend. They will be held in meeting rooms # 1 and # 2 just off the main floor of the Sioux Falls Convention Center.

Friday, March 2, 2012

- 1:30 - 2:30pm: Patio Building with Pavers
- 2:30 - 3:30pm: Elements of a Great Landscape
- 3:30 - 4:30pm: What Can I Expect During my Kitchen Remodel
- 4:30 - 5:30pm: Trendy Outdoor Concrete Countertops
- 5:30 - 6:30pm: Interior Design
- 6:30 - 7:30pm: Moldy Basements

Saturday, March 3, 2012

- 10:30 - 11:30am: Use of Substitute Materials on Historic Buildings
- 11:30 - 12:30pm: *Cooking Demonstration
- 12:30 - 1:30pm: Renewable Energy Home Products
- 1:30 - 2:30pm: *Cooking Demonstration
- 2:30 - 3:30pm: The Building Process
- 3:30 - 4:30pm: *Cooking Demonstration
- 4:30 - 5:30pm: What's New in Flooring & Carpet
- 5:30 - 6:30pm: *Cooking Demonstration
- 6:30 - 7:30pm: It's Time to Build Green

Sunday, March 4, 2012

- 11:30 - 12:30pm: Remodeling
- 12:30 - 1:30pm: *Cooking Demonstration
- 1:30 - 2:30pm: Why Use ICF
- 2:30 - 3:30pm: *Cooking Demonstration

*New in 2012: Local chefs & bakers will share some tips and secrets in these free demonstrations. Thank you to the cooking demonstration sponsors: StarMark, Walden Flooring, Mahlander's and Creative Surfaces.

MOVE-OUT:

By the end of the show you may get a little anxious to begin moving out, but please keep in mind that consumers have paid admission to see the entire show. Absolutely no move out prior to 5:00 p.m. will be allowed. **In an effort to make move out go smoothly, please follow the move out schedule as listed below.** The move out schedule is intended for those using the loading docks and driving trucks into the Convention Center.

Lobby doors (glass doors) may not be used during move in or move out.

Zone F

Sunday, March 4 – 5:30 – 6:30 p.m.

Zone E

Sunday, March 4 - 5:30 - 7:30 p.m.

Zone D

Sunday, March 4 – 6:30 – 9:00 p.m.

Sunday, March 4 – 7:00 – 8:00 p.m.

Special move out time for out of town exhibitors will be allowed on Sunday with prior approval by the Home Show committee.

Zone C

Monday, March 5 – 7:30 – 10:00 a.m.

Zone B

Monday, March 5 – 10:00 a.m. – 12:30 p.m.

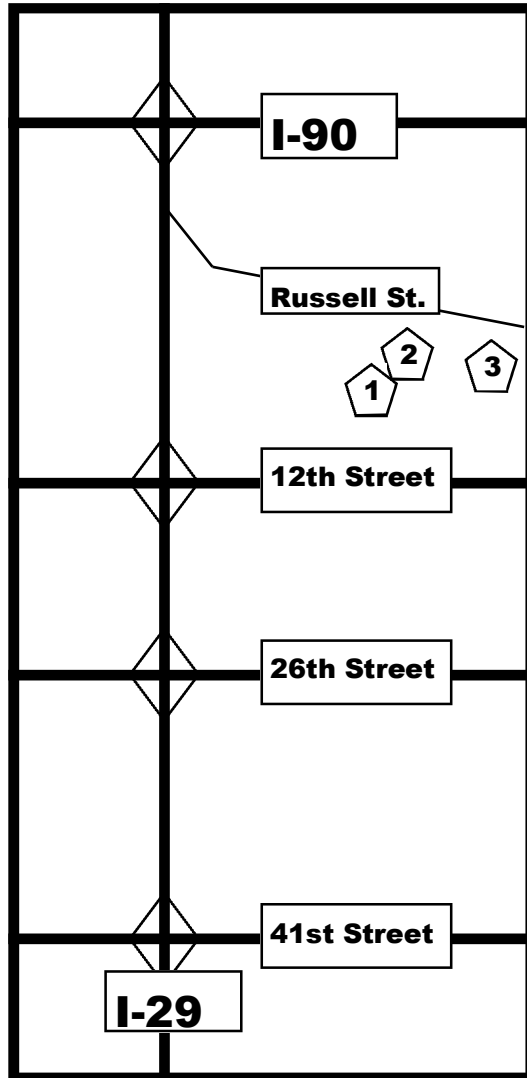
Zone A

Monday, March 5 – 12:30 – 3:00 p.m.

Move-out times will be strictly enforced.

All exhibits must be removed by 4:00 p.m. on Monday, March 5, or an additional charge will be made by the Convention Center. Please be considerate with your trucks and vehicles during move-out by moving them as soon as they are loaded in order to keep aisles clear for others. All items hanging on the back & side drapes should be removed Sunday evening prior to leaving the Convention Center.

****Exhibitors should note that during move out, booth security is especially important. Please remove all valuables on Sunday evening.**



SIOUX FALLS MAP

- 1 = Convention Center
- 2 = Sheraton Hotel
- 3 = Ramada Inn & Suites

COMMENTS:
Please email any comments for future shows to info@hbasiouxempire.com.

NOTES...

COMPANY NAME: _____

CONTACT PERSON: _____

CELL PHONE NUMBER: _____

BOOTH # _____

YOUR BOOTH SCHEDULE

Set Up Time: _____

Friday, March 2, 2012:

Time Name

Saturday, March 3, 2012:

Time Name

Sunday, March 4, 2012:

Time Name

Tear Down Time: _____



**BOOTH DIMENSIONS
& GUIDELINES...**



Thank you to the
2012 Home Show™
sponsors!!

Gold Sponsor

South Dakota Housing
Development Authority

Silver Sponsor

Marvin Windows & Doors

Specialized Workshop Sponsor

Xcel Energy



*Thank You for your
support of our event!*

Future
Home Show™
Dates

March 1 - 3, 2013

Feb. 28 - Mar. 2, 2014

March 6 - 8, 2015

March 4 - 6, 2016

March 3 - 5, 2017

March 2 - 4, 2018



6904 S Lyncrest Place
Sioux Falls, SD 57108
605-361-8322
info@hbasiouxempire.com

HBASIOUXEMPIRE.COM