



EXPAND YOUR MARKET

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

2020
VIRGINIA
BUILDERS
& SUMMIT
EXPO

SEPTEMBER 29, 2020

GREATER RICHMOND CONVENTION CENTER

RICHMOND, VIRGINIA





The Home Builders Association of Virginia will host the annual Virginia Builders Summit & Expo on September 29, 2020 in Richmond, Virginia. The Virginia Builders Summit & Expo will attract Virginia's premier residential builders, remodelers, developers, suppliers, and partners. The one-day event will feature **12** educational sessions and over **80** exhibitors.

WHY EXHIBIT?

The **Virginia Builders Summit & Expo** brings housing industry professionals together from across Virginia for one day. Exhibitors will display products and services, build relationships, create brand awareness, generate leads, and be able to answer questions in person. The home building and housing market is constantly evolving—attendees will look to the vendors at the Virginia Builders Summit & Expo for new products and services to separate them from their competition.

SET-UP AND EXHIBIT HOURS

Monday, September 28

12:00–4:00 pm	Exhibit Set-up
5:00–6:30 pm	Opening Reception

Tuesday, September 29

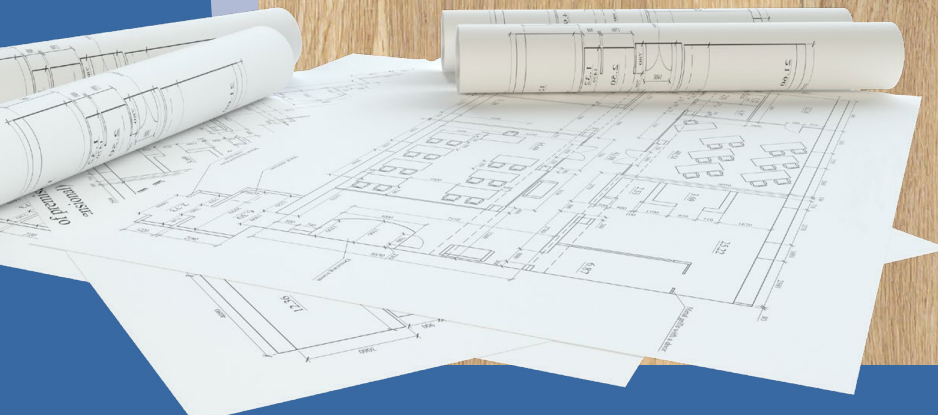
9:00 am–4:00 pm	Exhibits Open
12:00–1:30 pm	Lunch in Exhibit Hall
4:00–8:00 pm	Exhibit Tear-Down

WHO SHOULD EXHIBIT?

- ▶ Architects
- ▶ Engineers
- ▶ Building Supply Companies
- ▶ Building Material Manufacturers
- ▶ Kitchen & Bath Companies
- ▶ Cabinet Companies
- ▶ Banks
- ▶ Mortgage Companies
- ▶ Software Companies
- ▶ Roofing Supply Companies
- ▶ Energy Companies
- ▶ Green Building Material Companies
- ▶ Flooring Companies
- ▶ Insurance Companies
- ▶ Utility Companies
- ▶ Warranty Companies
- ▶ Auto Manufacturers
- ▶ Telecommunications Companies
- ▶ Environmental Companies
- ▶ Septic System Professionals
- ▶ And More!

WHO IS ATTENDING?

- ▶ Home Builders
- ▶ Builder Principals
- ▶ Remodelers
- ▶ Multifamily Builders
- ▶ Superintendents
- ▶ Sales and Marketing Directors
- ▶ Architects/Engineers/Designers
- ▶ Builder Purchasing Managers
- ▶ New Home Sales Professionals
- ▶ Building Code Officials
- ▶ Land Developers
- ▶ Academics
- ▶ Builder Trade Partners



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR..... **SOLD**

Get your message out front and center! Presenting Sponsor will be recognized prominently at the registration area where all attendees must visit to receive their admittance badges, so use this opportunity to put your company on each person's radar! Your company logo and message will appear on banners and signage in the registration area and noticeably on the show floor. Presenting Sponsor will receive a full page advertisement on the back cover of the official event program. Presenting Sponsor will be prominently recognized on all registration materials. Presenting Sponsor will receive a 10'x20' exhibit booth.

PREVIEW COCKTAIL RECEPTION **SOLD**

Kick off the opening of the Virginia Builders Summit & Expo with a sponsorship package that is built to increase your brand awareness and drive traffic to your booth during the trade show. This event will keep people talking about YOU—as they network, eat, and drink. Sponsor will have the opportunity to distribute brand named give-aways and their logo will be prominently featured at the cocktail reception. Exclusive sponsorship includes a 10'x10' exhibit booth.

LUNCH **\$5,000***

This sponsorship will provide a free lunch for all attendees on the exhibit floor. This sponsorship package is built to increase your brand awareness and drive traffic to your booth during the trade show. This event will keep people talking about YOU—as they enjoy lunch and network. Sponsor will have the opportunity to distribute brand named give-aways and their logo will be prominently featured at the lunch staging area. Sponsorship includes a 10'x10' exhibit booth.

HBAV BOARD BREAKFAST **\$3,000***

The HBAV Board of Directors Fall Meeting will be held the morning of September 29, 2020, prior to the Virginia Builders Summit & Expo. Board Breakfast sponsors will sponsor the HBAV Board Breakfast for 85 board members and be recognized from the podium by the HBAV President. Sponsorship includes a 10'x10' exhibit booth.

EDUCATION **(12 AVAILABLE) \$2,500***

Show your commitment to education in the building industry. Great opportunity to distribute your company's literature in break area along with signage recognition. Each education sponsor will be invited to introduce the speakers of each educational session. Sponsorship includes a 10'x10' exhibit booth.

LANYARDS **\$3,000***

Be the first name attendees read by sponsoring badge lanyards distributed in the registration area. Your sponsorship is a great value for eye-level marketing. Sponsor must supply a minimum of 700 lanyards. Sponsorship includes a 10'x10' exhibit booth.

SHOW BAGS **SOLD**

Place your mobile advertisements in the hands of every VA Builders Summit & Expo attendee. Sponsor must provide a minimum of 500 bags. Sponsorship includes a 10'x10' exhibit booth.

CHARGING STATION SPONSOR **\$1,000**

Enable attendees to power up their smart phones, laptops, and other wireless devices without leaving the exhibit hall. Charging kiosks will be placed in high-traffic areas where they will be sure to draw attention and appreciation from attendees as you rescue them from the dreaded "low battery" signal. Sponsor's artwork appears prominently on the station.

WATER STATION **1-SOLD (3 AVAILABLE) \$500**

Place your company name/logo on a water cooler to help keep vendors and attendees refreshed. Sponsoring the water cooler will not only give you exposure but will align your company with the importance of going green. (Four opportunities available.)

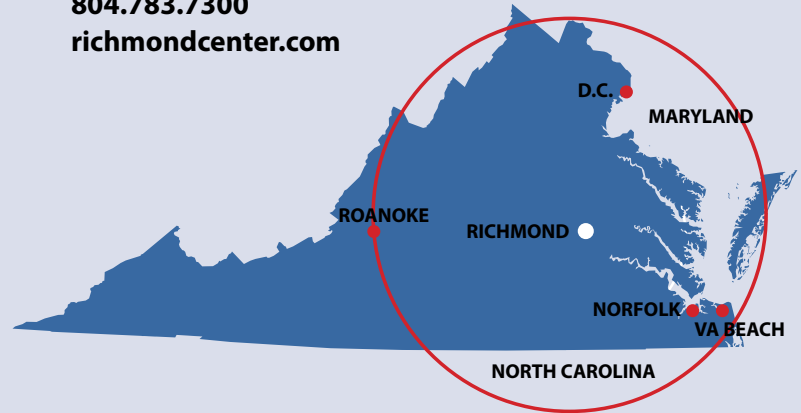
***Includes Exhibit Booth**





LOCATION

Greater Richmond Convention Center
403 N. Third Street
Richmond, VA 23219
804.783.7300
richmondcenter.com



EVENT CONTACT

Rhonda Tucker
HOME BUILDERS ASSOCIATION OF VIRGINIA
1051 East Cary Street, Suite 1400
Richmond, VA 23219
804.643.2797, ext. 2
rtucker@hbav.com

**FOR MORE INFO, CONTACT US AT
804.643.2797 OR HBAYMAIL@HBAV.COM**



Home Builders Association of Virginia • 1051 East Cary Street, Suite 1400, Richmond, VA 23219
804.643.2797, ext. 2 • rtucker@hbav.com

Based on full payment and availability of space, Home Builders Association of Virginia (HBAV) hereby provides display area in the 2020 Virginia Builders Summit & Expo in Richmond Virginia, for the duration of the Expo on September 29, 2020, subject to the Rules and Regulations on the reverse and incorporated as part of this contract.

Exhibit Hall Booth Prices are as follows (check one):

- ☐ **PREMIUM** booths (premium exposure to traffic on multiple sides)
☐ **STANDARD** Aisle booths (exposure to traffic on one side)

	MEMBERS		NON-MEMBERS	
	By July 1	After July 1	By July 1	After July 1
STANDARD	\$1,395	\$1,595	\$1,495	\$1,695
PREMIUM	\$1,895	\$2,095	\$1,995	\$2,195

Booth fees include two (2) conference registrations.

Additional booth attendees must register for the conference at **\$75** before September 1 or **\$95** after September 1.

Name _____ Company _____ Email _____

Name _____ Company _____ Email _____

Exhibit fees must be paid in full with signed contract. Cancellations received by July 1 will receive a 50% refund and must be in writing. **Please select your top three booth preferences below.** NO refunds will be given after July 1.

Exhibit space (10' x 10') includes one sign with the name of the firm and numbered booth identification with one 6' custom draped table. The entire exhibit area is carpeted; booth carpeting is not necessary. Wi-Fi will be available in the Exhibit Hall. Any additional equipment, special lighting or special decorations should be arranged through Exhibits, Inc., the official Expo decorator. If electrical is needed, please indicate below. Any other utilities are available through Expo Facility. You will receive a confirmation packet that includes information on available services.

Top three booth preferences:

1. _____
2. _____
3. _____

The Exhibitor's payment, made payable to the **Home Builders Association of Virginia**, is enclosed.

Booth Fee	\$ _____
Additional Attendees	\$ _____
Booth Electricity, if needed (\$50)	\$ _____
Total	\$ _____

This amount represents full payment and will serve to confirm the intent to exhibit.

This contract, including the Rules and Regulations on the reverse side, embodies the whole agreement of the parties hereto.

There are no promises, terms, conditions, understandings or obligations other than those contained herein. This contract shall supersede all previous communications, representations and agreements, whether verbal or written between parties.

I understand that by providing my email address I give my consent to receive communication sent by or on behalf of the Home Builders Association of Virginia (and its subsidiaries and affiliates) via email.

I have read, understood, and agree to the above-stated terms and the Rules and Regulations, as they appear in the brochure, governing this contract and I am authorized by my company or organization to sign this contract.

☐ Yes (please sign) _____

Company or Organization _____

Address _____

City/State/Zip _____

Phone (with area code) _____

On site Email _____

On site Contact Name _____ On site Contact Number _____

Billing Contact Name _____ Billing Contact Number _____

Billing Email _____

Payment can be made by check or by calling
Rhonda Tucker at the HBAV office at **(804) 643-2797, ext. 2**
or by writing her at rtucker@hbav.com.

Please return completed exhibitor contract, with payment.
**BOOTH SPACE/CHOICE WILL NOT BE GUARANTEED
WITHOUT PAYMENT. HBAV RESERVES THE RIGHT TO
RENUMBER OR MOVE BOOTHS IF NECESSARY.**

Thank you for supporting the
Home Builders Association of Virginia.
Registration deadline is **September 1.**

PLEASE MAKE A COPY OF THIS PAGE FOR YOUR RECORDS.

1. **RESERVATIONS FOR SPACE** will be made in the order in which signed contracts with payment are received. Availability of space will be on a first-come, first-served basis. The Home Builders Association of Virginia (HBAV) reserves the right to relocate/reassign booth space and display areas for the benefit of the exhibitor or for the betterment of the Expo.
2. **PAYMENT AND CANCELLATION POLICY:** Exhibit fees must be paid in full with signed contract. Cancellations received by **July 1, 2020**, will receive a 50% refund and must be in writing. **NO refunds after July 1, 2020.**
3. **DIMENSIONS AND LIMITATIONS:** Exhibits are 10' x 10' and **must not exceed 8 feet in height on the back wall or 3 feet in height on the side walls.** Exhibits must be constructed so as not to obstruct the view of adjoining booths. Permission to display equipment taller than 8 feet must be obtained from the HBAV staff no later than August 19, 2020. Alterations to the present booth layout must have prior approval of the HBAV staff before August 19, 2020. One conference registration is included in the booth fee.
4. **SIGNAGE:** Signs, banners or archways over the aisles will be permitted only with prior approval of the Exhibit Manager by August 19, 2020.
5. **LIABILITY:** The exhibitor agrees to protect, save, and keep the Home Builders Association of Virginia, the Greater Richmond Convention Center and Exhibits, Inc., their representatives, employees and agents forever harmless from any and all damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or the representatives, agents or employees of the exhibitor or those persons acting under the express or implied authority of the exhibitor. Exhibitor also agrees to comply with all applicable terms, conditions, rules and regulations of the Greater Richmond Convention Center and Exhibits, Inc. The exhibitor assumes complete responsibility and liability for all loss, damage or destruction of his/her property, employees, agents and guests. The HBAV, the Greater Richmond Convention Center, and Exhibits, Inc., any officer, agent, or employee thereof, will not be liable for any loss, damage or destruction of exhibitor's property due to theft, fire, accident or any other cause. The exhibitor also assumes full responsibility and liability for all injury to any and all persons or property caused by the exhibitor, its agents, representatives or employees. The exhibitor will indemnify and hold harmless the Home Builders Association of Virginia, the Greater Richmond Convention Center, and Exhibits, Inc., their members, directors, officers, agents, representatives and employees against any and all liability whatsoever arising from any or all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees or any other such persons.
6. **INSTALLATION HOURS:** Installation may occur on Wednesday, **September 28**, 12:00–4:00 pm. **ALL EXHIBITS MUST BE SET UP FOR AN INSPECTION BY THE EXHIBIT MANAGER AT 4:00 PM ON WEDNESDAY, SEPTEMBER 28, 2020. NO EXCEPTIONS.**
7. **SPACE:** If space is not occupied by 4:00 pm on Wednesday, **September 28, 2020**, it will be forfeited by the Exhibitor and his/her space may be resold, reassigned or used by the HBAV without refund.
8. **DISMANTLING HOURS:** Displays must **NOT** be dismantled until the close of Expo on Thursday, **September 29, 2020 at 4:00 pm.** The Exhibitor authorizes HBAV to remove, at the Exhibitor's expense, any material in the exhibit area belonging to said Exhibitor three hours past the close of Expo on Thursday, **September 29, 2020. Those breaking the rules may jeopardize the ability to exhibit with HBAV in future years.**
9. **PROHIBITIONS:** Exhibits, signs or displays are prohibited in any of the public rooms or elsewhere on the premises of the Greater Richmond Convention Center. Absolutely no alcoholic beverages will be served or given away by exhibitors unless approved by the Greater Richmond Convention Center in advance. This will be **STRICTLY** enforced.
10. **SOUND DEVICES:** The use of sound devices, megaphones, loudspeakers or other amplified methods of attracting attention is prohibited without prior approval of the HBAV staff.
11. **AMENDMENT TO REGULATIONS:** All matters and questions not covered by these regulations are subject to the decision of HBAV. The Home Builders Association of Virginia shall have sole authority to circulate, interpret and enforce all rules and regulations and to make any amendments necessary for the orderly conduct of the Expo.