



2020 Exhibit Space Application - The Home Show
The Greater Iowa City Area Home Builders Association
Coralville Marriott Convention Center

Friday, Feb. 7, 2020 ■ 5 p.m. - 8 p.m.
Saturday, Feb. 8, 2020 ■ 10 a.m. - 5 p.m.
Sunday, Feb. 9, 2020 ■ 10 a.m. - 4 p.m.

Exhibitor Information

Company Name _____ Contact Person _____
Mailing Address _____ City, State, Zip _____
Phone _____ Mobile _____
Fax _____ Email _____
Website _____

Trade Category for listing in Home Show Magazine: _____

Products and Services Displayed: _____

Preferred Booth Size (Specify if End Cap or Corner): _____

LOVE IOWA - We will continue an Iowa Products Display at the entrance this year. Please list any Iowa manufactured/made products you plan to showcase at The Home Show. Specify which products will be included in the display at the entrance.

BY SIGNING THIS APPLICATION YOU ARE RESERVING YOUR SPOT IN THE 2020 HOME SHOW. DO NOT SIGN THIS APPLICATION UNTIL YOU HAVE READ THE COMPLETE APPLICATION AND AGREE TO PAYMENT TERMS LISTED ON PAGE 2. RULES AND REGULATIONS ARE ATTACHED.

Exhibitor shall rent from the HBA a booth assigned by the HBA of the same size as the booth preference stated above for display purposes at the Show; however, the HBA in its sole discretion, and at no additional costs to Exhibitor, may substitute different space of equal size or larger size.

Exhibitor shall pay the HBA the booth price designated in the information packet. The balance is due upon receipt of the application or no later than Jan. 3, 2020. If the Exhibitor fails to make payment by the due date, the space and any rights to display an exhibit shall be forfeited, with all amounts previously paid by the Exhibitor retained by the HBA. Exhibitor shall comply with all Rules and Regulations of the Show, which are attached hereto and incorporated herein by reference, and also with such other Rules and Regulations that may be adopted from time-to-time by the HBA. If Exhibitor does not comply with the provisions of this Application or the Rules and Regulations, the HBA may pursue all rights and remedies available under the law. THE UNDERSIGNED ACKNOWLEDGES HAVING READ THE RULES AND REGULATIONS.

Indemnification and Waiver: The Greater Iowa City Area Home Builders Association (the "Association") shall have no responsibility or liability for any injury, loss including theft (Damage or liability to Exhibitor or any related individual or party or visitors to its exhibit). Exhibitor shall indemnify and hold the Association, its employees, officers, directors, organizers, sponsors, promoters, agents, volunteers, their representatives and successors, and all other persons connected with the Association, harmless against any and all liability, loss, damages, demands, suits, causes of action, or expenses, including attorneys fees, the Association may incur, suffer or be required to pay in connection with the defense or settlement of any



action, suit or proceeding brought by any person, entity or organization arising out of any negligent or other wrongful act or omission by Exhibitor. Exhibitor hereby waives and releases the Association from all liability associated with participating in The Home Show, or caused by any act or failure to act of the Association, its employees, supervisors, organizers, sponsors, promoters, agents, volunteers, and their representatives and successors, or any other person connected with the Association. In signing this Application, the Exhibitor acknowledges that they have read the foregoing, understands it and signs it voluntarily as their own free act. No oral representations, statements or inducements, other than as written above, have been made.

The balance must be submitted in the form of a check made payable to The Greater Iowa City Area Home Builders Association no later than Jan. 3, 2020.

EXHIBIT SPACE RATES

Main Exhibition Hall - HBA Member Rates

8 x 8 booth	\$600
10 x 10 booth	\$700
10 x 20 booth	\$1,200
20 x 20 booth	\$2,400
20 x 30 booth	\$3,000
End Cap-10x20	\$1,500
End Cap-20x30	\$3,300

Corner Booth.....Additional \$100

Non HBA Members - Additional \$200 for each 10 x 10 booth

Members - Receive a 10% discount with The Home Show Application by Nov. 1.

Membership Fee - \$530 per year.

Exhibitor Signature: _____

Print Name: _____

Date: _____

Sign the application and fax or email it to the HBA office upon receipt. Payment must be submitted in the form of a check made payable to The Greater Iowa City Area Home Builders Association 35 days prior to the show or no later than Jan. 3, 2020. The HBA will bill you 30 days prior to the due date. Applications without proper payment will be returned after the deadline.

FOR HBA USE ONLY

Accepted By: _____

Booth Assignment: _____

Booth Size: _____

Date Processed: _____

Total Amount Due: _____

Deposit Amount: _____

Balance Due: _____

CONTACT INFO: The Greater Iowa City Area Home Builders Association • PO Box 3396 • Iowa City IA 52244
Phone: (319) 351-5333 Fax: (319) 358-2443 Email: Karyl@HBAofIC.org Michelle@HBAofIC.org Website: iowacityhomes.com

Rules and Regulations

The Home Show - Feb. 7, 8 & 9, 2020

Exhibit Space Application

The application for exhibit space must be submitted to the HBA office with 50 percent of the non-refundable fee for the exhibit space by Nov. 1, 2019. The remaining 50 percent of the non-refundable fee is due no later than 35 days prior to the show. The assignment of exhibit space and the HBA's acceptance of the Exhibit Space Application will constitute acceptance into the show, subject to the payment of the non-refundable deposit and the exhibitor's adherence to the terms of the Application and Rules and Regulations. There are no cancellations. Booths are sold first come first served.

In-Line Exhibits

Attention should be paid to neighboring exhibitors when constructing exhibits. Side walls may carry the eight foot height only seven feet from the back of the booth. Booths with a visible unfinished back of the exhibit must be either finished or covered with drapery material which can be ordered at the exhibitor's expense from the rental company. Exhibitors are not to display promotional materials on the back of booth sidewalls. Displays should be four inches narrower than the designated space to assure proper fit.

Signs

All signs must be professionally designed and displayed. A standard identification sign featuring the company name and booth number will be furnished by the HBA. Anyone wishing to have signs hung from the ceiling must get the permission of the HBA prior to installing the signs. The HBA will not be responsible for hanging your sign and will not pay for the equipment needed to hang the sign.

Booth Space Assignment

The HBA reserves all rights to assign booth locations but will attempt to separate exhibitors from their direct competition. A copy of the floor plan will be available from the HBA.

Assignment of Space

Assigning your space to another exhibitor is not allowed under any circumstances without the express written consent of the HBA. Companies that have committed to the feature space may utilize subcontractors to complete the space.

Exhibit Safety and Accessibility

All materials used in the Exhibit Hall or any other room of the hotel MUST be non-flammable to conform with the Fire Regulations of Coralville, Iowa. Electrical wiring and equipment installation must conform to appropriate Coralville, Iowa codes. Material not conforming with such regulations will be removed immediately at the exhibitor's expense. Engines, motors or any kind of equipment may be operated only with the consent of the Convention Service Manager of the Coralville Marriott and Convention Center. No combustible oils, gases or materials can be used as a part of the exhibit. No other materials may be used or stored in the exhibition hall. Exhibitors must specifically comply with all the rules and regulations of the applicable fire department and with all other safety requirements relative to the facility. **Vehicles must be pre-registered and inspected by the City of Coralville Fire Department once placed inside the Convention Center. There is a \$50 permit fee per vehicle that will be collected by the Fire Department. Obstructions that may potentially hinder the effective operations of the automatic sprinkler system must be approved by the Coralville Marriott in advance of load (this includes pop up tents, roofs, etc.).**

Installing and Removing Exhibits

Exhibits must be completely assembled and ready for viewing by the general public by the times designated by the HBA. Exhibits must be removed when instructed by the HBA, and may not be removed any time after installation until final closing of the show. Your booth must be set-up on time. The HBA reserves the right to replace or take down a booth that is not set-up on time. Exhibitors will not be allowed to set-up if all fees are not paid in full. Removing your exhibit prior to the end of the show will result in your company not being eligible for an exhibit the following year.

Set-Up

Feb. 5, 6 and 7, 2020 has been reserved for set-up (load-in and load out information will be sent prior to set-up dates). Spaces will be clearly marked. Large displays needing trucks must be set up by noon on Thursday. After that time, pipe and drape will be set up and vehicles will not be allowed inside the Convention Center. A detailed map will be available at the show to direct you to your space. The doors to the Exhibit Hall are eight-feet tall and three-feet wide. The overhead door is 20' wide x 15'4" high. There is a ramp to load and unload products. Forklifts will be rented and drivers must sign a waiver for liability. Forklifts can be used on a first come first serve basis.

Electrical

Standard electrical is included in your registration fees. Special electrical needs must be reserved through the Marriott.

Distribution of Literature, Souvenirs

Helium balloons are not permitted. Souvenirs are acceptable for show attendees. However, any food or beverage dispensed or given away at the booths must be purchased from the Coralville Marriott Hotel or approved by the Marriott.

Receipt of Freight

Merchandise should not be shipped directly to the facility as it will be refused. Your company is responsible for setting up all materials at the designated set-up time. The hotel has no facilities for the storage of exhibits. All shipments for an exhibit must be directed to the official drayer. Shipments that arrive prior to the show date will be directed to the official drayers warehouse for storage and delivery to the exhibitors booth on show date.

Booth Staffing

Booths must be staffed during all show hours. Exhibitor badges must be worn at all times and exhibitors must display their badges for admission. Exhibitors should arrive 30 minutes prior to the opening of the show. Booths unstaffed or taken down before the show hours will not be allowed to exhibit the following year. This will be enforced and companies tearing down earlier will lose their spot next year. No exceptions.

Rental Company

A rental company will be on site and will assist you with additional furniture rentals, drapes, chairs and tables. You will be billed directly for all services contracted through the rental company.

Parking

Parking fees associated with the parking ramp or lot adjacent to the hotel are the responsibility of the exhibitor. All exhibitors must park in the ramp located on the north side of the hotel. The parking lot available near the entrance of the convention center is reserved for attendees, and vouchers will be issued to consumers only.

Information Booth

The HBA will provide an information booth at the show and HBA officials will assist the exhibitors and the general public.

Security

Although overnight security is provided for normal protection, the HBA does not assume responsibility for lost, stolen or damaged items. Valuables should not be left in the booths at any time.

Insurance

Exhibitors must supply a certificate of insurance detailing a liability limit of \$1,000,000 or higher per occurrence and \$2,000,000 aggregate and list The Greater Iowa City Area Home Builders Association as an additional insured with their application. No exceptions. Your application will be returned without this certificate. If your insurance renews in January of 2020, please note that on your application and instruct your insurance agent to fax the certificate at least 30 days prior to the show. This is an important criteria for the show.

Amendments

The HBA shall have full power and authority, in its sole discretion, to interpret, modify or add to these Rules and Regulations from time to time. The exhibitor must abide by these Rules and Regulations at all times.



Items to Remember

Signature Page

The Home Show - Feb. 7, 8 & 9, 2020

Exhibit Space Application

The application and non-refundable fee is due no later than 35 days prior to the show. There are no cancellations.

In-Line Exhibits

Attention should be paid to neighboring exhibitors when constructing exhibits. Displays should be four inches narrower than the designated space to assure proper fit.

Signs

Anyone wishing to have signs hung from the ceiling must get the permission of the HBA prior to installing the signs. The HBA will not be responsible for hanging your sign and will not pay for the equipment needed to hang the sign.

Exhibit Safety and Accessibility

Material not conforming with the City of Coralville regulations will be removed immediately at the exhibitor's expense. Vehicles must be pre-registered and inspected by the City of Coralville Fire Department once placed inside the Convention Center. There is a \$50 permit fee per vehicle that will be collected by the Fire Department. **Obstructions that may potentially hinder the effective operations of the automatic sprinkler system must be approved by the Coralville Marriott in advance of load (this includes pop up tents, roofs, etc.).**

Installing and Removing Exhibits

Exhibits must be completely assembled and ready for viewing by the general public by noon on Friday of the show. Exhibits must be removed by noon on Monday following the Show. Exhibitors will not be allowed to set-up if all fees are not paid in full. Removing your exhibit prior to the end of the show will result in your company not being eligible for an exhibit the following year.

Set-Up

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Electrical

Standard electrical is included in your registration fees. Special electrical needs must be reserved through the Marriott.

Balloons and Food

Helium balloons are not permitted. Any food or beverage dispensed or given away at the booths must be purchased from the Coralville Marriott Hotel or approved by the Marriott.

Booth Staffing

Booths must be staffed during all show hours. Exhibitors should arrive 30 minutes prior to the opening of the show. Booths unstaffed or taken down before the show hours will not be allowed to exhibit the following year. No exceptions.

Parking

Parking fees associated with the parking ramp or lot adjacent to the hotel are the responsibility of the exhibitor. All exhibitors must park in the ramp located on the north side of the hotel. The parking lot available near the entrance of the convention center is reserved for attendees, and vouchers will be issued to consumers only.

Security

Although overnight security is provided for normal protection, the HBA does not assume responsibility for lost, stolen or damaged items. Valuables should not be left in the booths at any time.

Insurance

Exhibitors must supply a certificate of insurance detailing a liability limit of \$1,000,000 or higher per occurrence and \$2,000,000 aggregate and list The Greater Iowa City Area Home Builders Association as an additional insured with their application. **No exceptions. Your application will be returned without this certificate.**

By signing this Signature Page, I acknowledge I have read and understood the two page Rules and Regulations included in the Application Packet and agree to the terms set-forth.

Signature: _____ Date: _____



Display Vehicle Regulations & Permit Application

At no time, without approval from the hotel Event Manager, are vehicles allowed to pull in and on the exhibit hall floor. With the exception of display vehicles that have acquired the proper permit.

Definition: Motorized vehicles shall be defined as any vehicle which is propelled by an internal combustion engine and using Class-1 or Class-2 fuel, such as but not limited to automobiles, trucks, motorcycles, aircrafts and water crafts.

All motor vehicles must receive a permit from the Coralville Fire Chief prior to the opening of the show. If a motor vehicle will be placed in the convention center it must be reviewed with the Event Manager in order to set up a time for the Fire Chief to come and provide a permit for each vehicle.

The cost of the permit is \$50.00 per car which will be billed to the individual or group Master Account (upon approval). The Fire Chief requires the following prior to granting a permit.

- 1) Gas tank must be at ¼ full
- 2) Gas tank cap must lock (must lock – tape will not be permitted)
- 3) Battery has to be unattached.
- 4). Upon entering, visqueen must be laid under the vehicle to prevent oil drip. Visqueen must remain under the vehicle during the time it stays on the convention floor.

NOTE: Once the car/truck is in place - the Fire Chief will come to inspect and will give you the permit.

If you e-mail your Event Manager the vin/model/make of car before arrival - the quicker you will get your permit. Otherwise the Fire Chief will take this information and will have to leave and bring the permit back to the property.

The covering will need to be double width at all corners so that cartwheels do not touch the floor surfaces. There must be covering underneath all equipment, whether permanent or staged. Visqueen and plywood may be used to temporary areas but the plywood must be flame retardant, and the visqueen cannot be used where there are electrical cords running around or underneath the surface. During Load In and Load Out, we recommend the least amount of traffic across the carpet as possible.

Forklifts and electrical cars are permitted only on the convention floor. Gas and propane forklifts will not allowed in the hotel. It is against Marriott policy to utilize propane forklifts in the hotel. Therefore, should a forklift be used it is mandatory that it is an electric forklift. The Event Manager must approve any exceptions first and then by the Engineering Department. In the rare instances when forklifts are required for movement of freight inside the hotel, the company must wrap the wheels with plastic before entering the hotel and ballroom areas. **PLYWOOD IS NOT PERMITTED AS A RUNNER.**

Genie lifts will not be allowed in the ballroom. However, the hotel has a scissor lift, which can be made available for a rental fee (pending availability). Arrangements for usage can be made through your Event Manager. Hotel policy requires that a liability form be signed prior to usage.

Coralville Fire Department

PERMIT APPLICATION FORM

Permit Type: Display, operate, or demonstrate liquid or gas fueled vehicle or equipment in an assembly occupancy.

Fee Schedule: 5 vehicles or less **\$50.00** per vehicle | 6-10 vehicles **\$40.00** per vehicle | 11-15m vehicles **\$30.00** per vehicle | 16 and greater **\$20.00** per vehicle.

Application Fee: _____ **Application Date:** _____

NOTE: Permit will not be granted until payment is received | Checks must be made out to the Coralville Fire Department

The Permit is requested for the following time period:

Start Date: _____ Time: _____ End Date: _____ Time: _____

Location where permitted activity will take place: _____

Applicant Information

Applicant Name: _____

Business Name: _____

Address: _____

Phone #: _____

Owner Name: _____

Owner Address: _____

Trade Show Information

Name of Event: _____

Vehicle/Mobile Property Information

VIN: _____

Make: _____

Model: _____

Color: _____

Location Inside Building: _____

Have you previously applied for this type of permit? ☐ Yes ☐ No

Date of previous application: _____

Upon approval of this application, I agree to abide the requirements set forth in the currently adopted edition of the International Fire Code and the authority having jurisdiction, that being the Coralville Fire Department. I understand that the location must pass an inspection prior to issuance of the requested Permit. I do hereby grant permission for that inspection.

Responsible Party

Printed Name: _____

Signature: _____

Phone #: _____

Email: _____

Please Return Completed Application to:

Coralville Marriott | 300 E. 9th Street Coralville, IA 52241 | Attention: Event Management