

Anchorage Home Builders Association

*50<sup>th</sup> Annual*

**HOME & REMODELING SHOW**

**March 26-28, 2010**

**George M. Sullivan Arena  
1600 Gambell Street  
Anchorage, AK 99501**

**Application & Exhibitor Manual**

*Please review all information provided prior to submitting application*

**Friday, March 26, 2010  
12:00 - 8:00 p.m.**

**Saturday, March 27, 2010  
10:00 a.m. - 8:00 p.m.**

**Sunday, March 28, 2010  
10:00 a.m. - 5:00 p.m.**





Dear Exhibitor:

**The 2010 Home & Remodeling Show will take place on March 26-28 at the Sullivan Arena.**

As an exhibitor in this past show, you are the first to receive information about next year's event. Enclosed is the application and exhibitor manual. If you wish to re-reserve your same booth(s), you ***must*** return the application with the appropriate deposit amount to the Anchorage Home Builders Association office ***by Wednesday, July 22, 2009.***

If you would like a different booth, please note your preferred location on the application and forward it to the AHBA office (with deposit) ***as soon as possible.*** Requests are granted on a first-come, first-served basis, and will be reviewed after the July 22<sup>nd</sup> deadline. After exhibitors are notified of the outcome, all un-reserved spaces will be released to the wait list.

Without imposing a free-for-all registration process and doing a disservice to exhibitors who have been in the same booth for years, we strive to change the look of the main floor in some fashion. In an attempt to do this, we ask that any main floor exhibitor who is willing to move locations to another main floor booth, ***please make a note on the application.*** Also to help with this goal, we will be holding fast to the July 22<sup>nd</sup> deadline. If your signed application and deposit are not received by this date, your booth will be released to someone else.

The "Show-Only Savings" program that was initiated at this year's show was a success and something that we hope to continue. We will be producing a coupon book of savings for 2010, and ask that you think about a savings/discount that can be placed in this book and handed out to all show attendees.

As the show dates near, please check our website — [www.ahba.net](http://www.ahba.net) — for more information. If you have questions about the event, please feel free to contact the AHBA Executive Director, Vicki Portwood, at 522-3605.

We encourage you to get involved with planning next year's show by joining the Home Show Committee. Additional members add a fresh breath to the process, and we value your thoughts and suggestions. We look forward to seeing you again in 2010!

Sincerely,

Craig Gales and Kevin Hartwell  
AHBA Home Show Co-Chairs

**ANCHORAGE HOME BUILDERS ASSOCIATION, INC.**

8301 Schoon Street, Suite 200 ~ Anchorage, AK 99518 ~ (907) 522-3605 ~ Fax (907) 522-3757



## **GENERAL INFORMATION**

The 2010 Anchorage Home & Remodeling Show is a production of the Anchorage Home Builders Association, Inc., and is produced as a service to our members. The fees for exhibit space reflect the fact that it is a member-oriented event. The Anchorage Home & Remodeling Show Application and Exhibitor Manual contains all of the important information you will need to successfully plan your Home Show exhibit. If you have any questions that are not covered in this manual or about membership, please contact the AHBA office.

### **ADVERTISING**

Advertising for the 2010 show will include radio, television, print, and online advertising. Exhibitors will be contacted at a later date regarding advertising opportunities.

### **APPEARANCE**

Remember, first impressions are important! Your exhibit's professional appearance will be the first indication of your company's standard of workmanship. Let everyone see the pride you take in your work. Please keep traffic patterns and the below-mentioned items in mind when you design your booth.

You may construct a booth with framed walls if you choose. The walls must be acceptably covered to give a finished, professional appearance including the back of your side walls. The additional covering is at your expense, and any enclosed roof areas must be approved by the Fire Marshall — in writing — prior to move-in.

Exhibitors must take their adjoining exhibitors into account. Booth signage must not be installed in a manner that interferes with the adjacent booth's identity, and all lighting must be arranged and operated so that it is not distracting to adjoining exhibitors.

**CONCOURSE:** Additional lighting will be provided for exhibitors in the following concourse booths: 200, 213-219, 300, 313-319.

**TENT:** All tent exhibitors are responsible to supply their own sub-flooring.

### **BADGES**

AHBA exhibitor badges are issued in the following manner: 5 badges for the first exhibit space rented (all booths except mezzanine), 2 additional badges for each exhibit space rented thereafter, and 2 badges for mezzanine booths. **No additional badges will be provided.** They are intended to be used by those personnel manning the booth, and exhibitors have the sole responsibility for their care once they have been picked up. You may pick up your badges on Thursday, March 25, 12:00-5:00 p.m. and Friday, March 26, 8:00-10:00 a.m. in the show office at the arena. One person from the exhibitor's business needs to pick up ALL badges during that time and see that they are distributed to the individuals who will be using them. Each exhibitor is responsible for transferring badges among booth workers, if needed. Badges are to be used to enter the arena through the green doors during show hours. The green doors will be manned by Sullivan Arena security—they *will not* have additional badges. **Any exhibitor requesting entry to the arena without a badge will be required to pay the full admission price at the main door.** Exhibitors will have access to the arena floor beginning at 8:00 a.m. on Friday and 9:00 a.m. on Saturday and Sunday.

### **COMPLIMENTARY TICKETS**

Complimentary tickets are to be used as a courtesy to your customers. They are made available to all exhibitors at no charge; however, **your company will be invoiced for any tickets redeemed at the ticket counter.** Call the AHBA office prior to the show to request your tickets.

### **FIRE EXTINGUISHER**

**A fire extinguisher is required in each exhibit booth.** Each exhibit must have a 2-1/2 lb. minimum ABC fire extinguisher (UL classification i.e.10BC) that is currently serviced (annually by a service company), unless otherwise approved by the Fire Marshall's office.

### **JANITORIAL SERVICE**

Janitorial service is furnished for the aisle and public areas only. We suggest that you clean out your booth each evening as the show closes, put any garbage into plastic garbage bags, and set them in the aisles.

### LOSS AND DAMAGES

The facility will be locked during the time that the Home & Remodeling Show is closed, and a security guard will be on duty 24 hours a day. The tent doors will be chained and locked and a security guard will be on duty to ensure that no person gains access outside of show hours. All reasonable precautions will be taken to insure the safety of your exhibit. It is understood that no exhibitor shall make a claim of any kind against the Anchorage Home Builders Association or the Sullivan Arena for any damage of any nature. The exhibitor shall be solely responsible to its agents, employees, and to all third persons, including but not limited to guests and the public for all claims, liabilities, actions, and costs which may result from the custody, possession, operation, or control of said leased exhibit space. The exhibitor does hereby indemnify and hold harmless the Anchorage Home Builders Association, its officers and staff.

### MOVE-IN SCHEDULE

Exhibitors will be requested to move-in during a specific time period. Refer to the move-in schedule on page 7 for exact times. To assure a smooth move for everyone, it is important that every effort be made to adhere to these times. This schedule allows main floor exhibitors to drive onto the arena floor and unload items for your booth. All booths except those on the main floor may enter at any time during the move-in hours if you will be walking in with your items. Remember, the red line must be visible throughout the show for mezzanine, concourse, and expansion booths. Forklifts and drivers will be made available to you during move-in and move-out, free of charge.

**All exhibits must be in place by 10:00 a.m. on Friday, opening day, for the Fire Marshall's inspection.**

### MOVE-OUT SCHEDULE

Main floor exhibitors will be asked to move out during specific time periods. See the schedule on page 7 for exact times. All exhibits must be removed from the showplace by 11:00 a.m. on Monday, March 29. Failure to have your exhibit promptly removed may jeopardize your 2011 placement. Any exhibitor that is not completely moved out by 12:00 p.m. will be charged \$500 for every 15 minutes that they are in the arena.

### PARKING

The Home & Remodeling Show is one of the few Sullivan Arena events that offers **free parking**. The AHBA pays the rent on the parking lot for the duration of the event. We encourage you to promote the free parking. Exhibitors must park in the lot east of the Ben Boeke Arena.

### PUBLIC ADMISSION FEES

A general admission fee of \$8.00 will be charged to attend the 2010 Home & Remodeling Show. This fee will admit the public to the Sullivan Arena. Senior citizens (62 and older) and military personnel (active duty and veterans) will be admitted for \$4.00. Children 12 and under are free.

### RENTAL EQUIPMENT

Each booth will have an 8' high fabric back wall, 3' high side dividers, and one 110 volt duplex electrical outlet (220 volt outlets are available for main floor booths). If you need any additional services or supplies, it may be rented from the show decorators, *Alaska Event Services*, (907) 345-8789. Their rental form will be available for download at [www.ahba.net](http://www.ahba.net).

### SALES / DISTRIBUTION OF LITERATURE

You may sign contracts, receive deposits, and/or receive payment for product promotional packets only. **Exhibitors may not sell raffle tickets.** No person will be allowed to distribute literature or merchandise outside of their own exhibit space. Persons not exhibiting in the Home & Remodeling Show will not be allowed to distribute any literature or merchandise in the show areas.

### SEMINARS

Presentation opportunities will be available on Saturday and Sunday during the show, and must be reserved through the AHBA office. Four seminars will be held concurrently at the times listed on the attached application.

## **RULES & REGULATIONS**

**DECORATIVE MATERIAL**, including table coverings, pegboard and wood slats, should be treated with flame retardant solution. Any wood 1/4 inch or less thick shall be treated to be flame retardant. Retardant flannel shall be treated after each washing. **Exception:** Oilcloth is not required to be treated.

**FLAME RETARDANTS** can be purchased from PARATEX Pied Piper. All material without sewn-in labeling stating flame retardant should be tested prior to use.

**FLAME TEST** — Material sample should be 1.5 inches wide by 4 inches long. Holding sample with tongs by the vertical axis place flame on bottom center of material for 12 seconds. During exposure, flaming shall not spread over the length of the sample or in excess of 4 inches from bottom of sample. There shall be not more than 2 seconds of after flame. Materials that break and drip flaming particles shall be rejected if the material continues to burn after they reach the floor. If you have any questions or would like to arrange an appointment to discuss the requirements, or situations not addressed above which might be in conflict with the code, please contract the Fire Prevention Division at 267-4960.

### **FIRE MARSHALL REGULATIONS**

**Candles and Other Open Flame Decorative Lighting.** Section 25.166. 1991 Uniform Fire Code.

Class I and II liquids and LPG prohibited. Devices/holder shall prevent spillage of fuel/wax at rate of 1/4 tsp. per minute when not in upright position. Devices/holders designed to return to upright position after tilted to at least 45 degree angle unless the design extinguishes flame when tipped over. Flames will be enclosed in noncombustible materials. The opening on the top and the distance to the top shall be such that a single layer of tissue paper placed on top will not ignite in 10 seconds. Candelabra shall be securely fastened in place and located away from occupants and combustibles.

**Established Occupant Loads.** Section 25.114 and 25.117. 1991 Uniform Fire Code.

When occupant loads (O/L) are established for an event a means to monitor (count) and maintain the O/L shall be the responsibility of the permit applicant. The provision of standby personnel for the sole purpose of maintaining established O/L may be a requirement of selected permits.

#### **Vehicles.**

Vehicles within an exhibit hall or mall shall comply with the following (NFPA):

All fuel tanks shall be locked or sealed (cap or duct taped). Fuel in the tanks shall not exceed 1/4 of the tank capacity or 5 gallons, whichever is less. At least one battery cable shall be disconnected. No fueling or de-fueling permitted. Vehicles shall not be moved during the event.

**Use of Exit Ways.** Section 25.109. 1991 Uniform Fire Code.

Aisles and exits designated on approved show plans shall be kept clean, clear, and free of obstructions. Booth or stage construction shall be non-mobile and in position within the specified area for the duration of the show. Easels, signs, etc., **shall not extend beyond** the booth or stage area into aisles. No part of a stairway (whether interior or exterior), smoke proof enclosure, hallway, corridor, vestibule, shall be used in any way that will obstruct its use as an exit or that will create a hazardous condition.

**Fire Appliances.** Section 25.111. 1991 Uniform Fire Code.

All fire appliances shall be kept in proper working condition. Extinguishers, hoses and similar appliances shall be visible and accessible at all times. It shall be the duty of the applicant and/or the management of each building or part of a building occupied as a place of assembly to insure compliance and to properly train employees in the use of fire appliances.

**Decorative Material.** Section 25.103(a.1.) 1991 Uniform Fire Code.

Drapes, hangings, curtains, drops and other decorating material, including Christmas trees, that would tend to increase the fire and panic hazard, shall be made from material which is not flammable or shall be treated and maintained in a flame-retardant condition by means of flame-retardant solution. Foam Plastics (Styrofoam) shall not be used for decoration unless UL listed to be less than 100 KW heat release rate or the amount of foam is less than 10% of the total booth display. Exit doors, exit lights, fire alarm sending stations, standpipes, hose cabinets and fire-extinguisher locations shall not be concealed or obstructed by any decorative material.

### **EXHIBIT BOOTHS**

Section 25.103 (a.b.) 1991 Uniform Fire Code- 1988 NFPA 101 9-4.4

The travel distance within the exhibit booth or exhibit enclosure to an exit access aisle shall not be greater than 50 ft. (15m).

Exhibit booths shall be constructed of noncombustible or limed combustible materials. Pipe and drape and decorative draping shall be of flame retardant materials. Wood materials less than 1/4 inch nominal thickness shall be treated with a re-retardant coating in accordance with nationally recognized standards.

Display booths, tables or areas shall be clearly marked so exhibitors will not impede into aisles.

No booth or display will have its roof covered so as to impede sprinkler system functions. The following exceptions shall have Fire Department pre-approval.

**Exception:** Tents or dome style canopies which are of an approved fabric, boats, RV's and trailers. All of the following are required: 1) An extinguisher and smoke detector are required in those exceeding 100 sq. ft. 2) Sprinklers are required in those exceeding 225 sq. ft. except boats and RV's. 3) 24 hour security shall be provided for the duration of the event.

**Cooking/Food Warming Devices In Food Booths.**

Types of equipment that may be used are microwaves, electrical steam tables, electric cook-top grills, and electric ovens. Due to contract stipulations, you must clear all food samples and cooking programs with the arena prior to opening.

**Propane is prohibited** in any form for commercial food preparation.

Deep fat frying prohibited without approved Hood 7 Duct system, wet towels, lid, and a 40 BC fire extinguisher.

Appliances shall be placed on noncombustible surface materials.

**Electric Cords.** Article 85. 1991 Uniform Fire Code.

These requirements pertain to power supply cords, various sound systems cords and other types not mentioned (low or high voltage).

Any type of cord subjected to foot or equipment traffic shall be protected from injury.

Small diameter cords (generally limited to 3/8") shall use hard plastic "office cord covers" found at office supply houses or an approved equal alternate.

Larger diameter cords shall utilize a hard two-sided ramp style cover (plywood or other pre-approved material may be used).

All cord covers shall be secured in place (tape). Extension cords will not be used in series unless they are the re-settable breaker type.

**Combustibles.** Section 11.303 (c.) 1 1991 Uniform Fire Code

Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. Combustible waste materials, empty cardboard boxes, etc., shall be deposited in metal containers with metal lids until removed from the building. Show management shall ensure adequate janitorial and rubbish pick-up service is performed daily. Show management shall require of all exhibitors that booth will be cleaned of combustible rubbish daily.

# 2010 Exhibit Space Rent

<b>BOOTH SIZE</b>	<b>MEMBER RATE</b>	<b>NON-MEMBER RATE</b>
<b>Main Floor</b> 10 x 10, 100 SF (all booths <b>NOT</b> shown below)	\$995	\$1,395
<b>Main Floor</b> 8 x 13, 104 SF (1, 17, 25, 41)	\$995	\$1,395
<b>Main Floor</b> 10 x 9.625, 96.25 SF (18, 19, 20, 21, 22, 23, 24, 24e)	\$958	\$1,343
<b>North / South Concourse</b> 7.5 x 10, 75 SF	\$695	\$1,095
<b>North / South Concourse</b> 4.5 x 13, 58.5 SF (214, 215, 216, 218, 219, 314, 315, 316, 318, 319)	\$665	\$1,065
<b>North / South Concourse</b> 5 x 11, 55 SF (200, 213, 300, 313)	\$565	\$965
<b>North / South Expansion</b> 7 x 9.5, 66.5 SF	\$595	\$995
<b>Static Display Area / Mezzanine</b> 18" x 20', 30 SF 600-608	\$495	\$695
<b>Tent</b> 10 x 10, 100 SF	\$895	\$1,195
<b>Outside Exhibits</b>	\$5.00 / sq ft	\$7.50 / sq ft

**Exhibitors are contracted to  
display exhibits until  
5:00 p.m. on Sunday**

*Please note: In order to receive the member rate, an exhibitor must be a member during the length of the 2010 Home & Remodeling Show.*

# Move-in Schedule

WEDNESDAY, MARCH 24, 2009

## Main Floor

6:30 a.m.	1-5, 13-17, 37-48	12:00 p.m.	110-117, 120-127
8:00 a.m.	6-12, 30-36, 50-57, 60-67	1:30 p.m.	130-137, 140-147
9:00 a.m.	25-29, 70-77, 80-87	3:00 p.m.	150-157, 160-167
10:30 a.m.	90-97, 100-107		

*The arena will close at 11:00 p.m.*

THURSDAY, MARCH 25, 2009

<u>Main Floor</u>	<u>Mezzanine, Concourse, Expansion</u> (all spaces)	<u>Tent</u> (all spaces)
8:00 a.m. 170-177		6:30 a.m. - 12:00 midnight
9:30 a.m. 18, 22, 23, 24, 24e	6:30 a.m. - 11:00 p.m.	

FRIDAY, MARCH 26, 2009

## Main Floor & Parking Lot

6:30 - 10:00 a.m. 19, 20, 21 & all parking lot exhibitors

# Move-out Schedule

SUNDAY, MARCH 28, 2009

*The following main floor booths must be out of the arena by midnight:*

6-36, 110-117, 120-127, 130-137, 140-147, 150-157, 160-167, 170-177

MONDAY, MARCH 29, 2009

*The following main floor booths have until 12:00 p.m. to clear the arena:*

1-5, 37-48, 50-57, 60-67, 70-77, 80-87, 90-97, 100-107

*Mezzanine, concourse, expansion booths and the tent area must be cleared by 12:00 p.m. Any exhibitor that is not completely moved out will be charged \$500 for every 15 minutes after 12:00 p.m.*

*Tent Runs South to North*

424 | 423 | 422 | 421 | 420 | 419

418 | 417 | 416 | 415 | 414 | 413 | 412 | 411 | 410 | 409 | 408 | 407

406 | 405 | 404 | 403 | 402 | 401

**Enter** →

**EXHIBIT TENT**

**Exit** →

527 | 526 | 525 | 524 | 523 | 522 | 521 | 520

519 | 518 | 517 | 516 | 515 | 514 | 513 | 512 | 511 | 510

509 | 508 | 507 | 506 | 505 | 504 | 503 | 502 | 501

250 | 251 | 252 | 253 | 254 | 255 | 256 | 257 | 258 | 259 | 260 | 261 | 262 | 263 | 264 | 265

**NORTH EXPANSION**

200 | 201 | 202 | 203 | 204 | 205 | 206 | 207 | 208 | 209 | 210 | 211 | 212 | 213

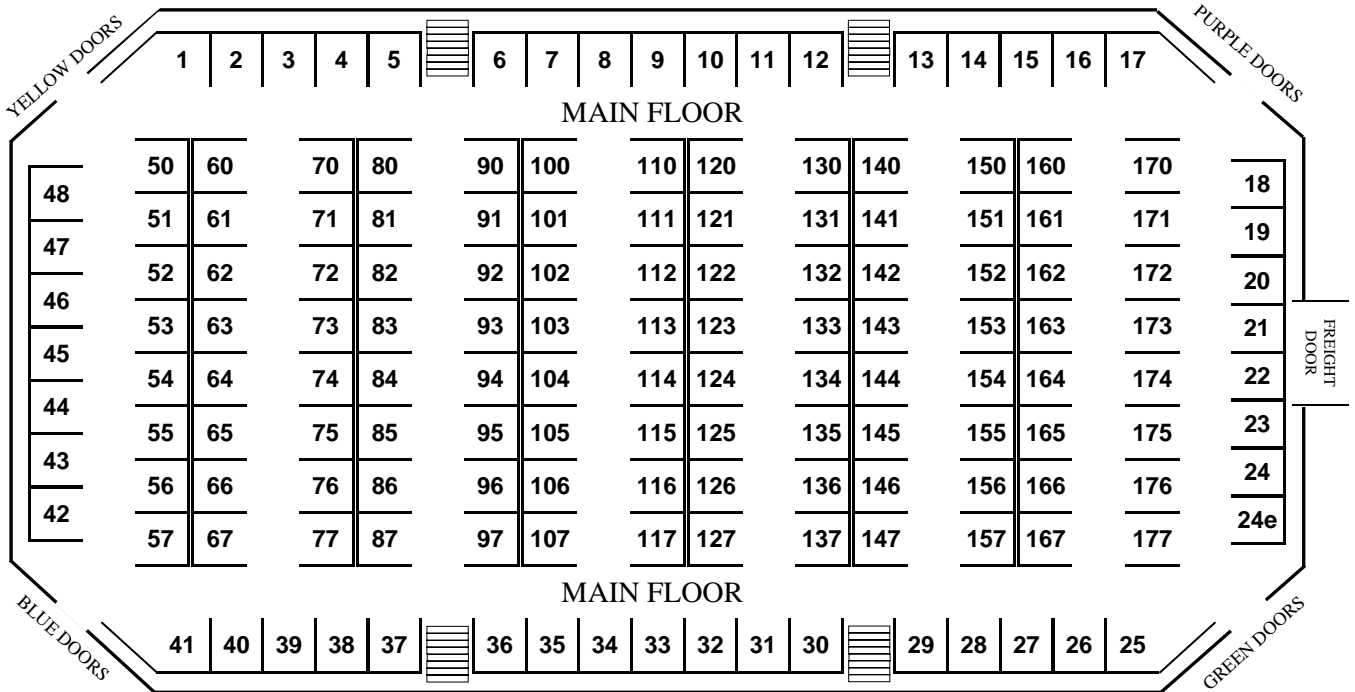
**NORTH CONCOURSE**

**Main Entrance**

**Seminar Room D**

219 | WOMEN | 218 | 217 | CONCESSION | 216 | 215 | MEN | 214  
600 | 601 | 603 | 604

**NORTH MEZZANINE**



**SOUTH MEZZANINE**

**Seminar Room A (main floor)**

608 | 607 | 606 | 605  
319 | WOMEN | 318 | 317 | CONCESSION | 316 | 315 | MEN | 314

**SOUTH CONCOURSE**

**Seminar Room B**

**Seminar Room C**

300 | 301 | 302 | 303 | 304 | 305 | 306 | 307 | 308 | 309 | 310 | 311 | 312 | 313

**SOUTH EXPANSION**

365 | 364 | 363 | 362 | 361 | 360 | 359 | 358 | 357 | 356 | 355 | 354 | 353 | 352 | 351 | 350



## 2010 Home & Remodeling Show EXHIBIT SPACE RESERVATION FORM



PERSON IN CHARGE OF EXHIBIT \_\_\_\_\_

COMPANY NAME (for all advertising) \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY, ST, ZIP \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

BUSINESS LICENSE NUMBER \_\_\_\_\_ CONTRACTOR LICENSE NUMBER \_\_\_\_\_

BRIEF DESCRIPTION OF COMPANY \_\_\_\_\_

REQUESTED EXHIBIT SPACE(S):

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

**★ MAIN FLOOR EXHIBITORS:** *Are you interested in relocating to a different main floor booth / area? Comments?*

### PLEASE READ

As an applicant for exhibit space in the 2010 AHBA Home & Remodeling Show, I understand that the AHBA reserves the right to make the final decision on the location of the exhibit space that I am renting.

This application for exhibit space in the 2010 AHBA Home & Remodeling Show will become a contract subject to the terms and conditions outlined in the exhibitor manual between applying Exhibitors and the Anchorage Home Builders Association, Inc., which is the Show Management.

**I HAVE READ AND AGREE TO ALL  
TERMS AND CONDITIONS CONTAINED  
IN THE EXHIBITOR MANUAL**

### PAYMENT POLICY

A deposit of one-half of the total amount due is necessary to confirm your exhibit space. No exhibit space will be confirmed until receipt of this deposit. **As of July 22, 2009, all spaces without a deposit will be released to the waitlist.**

The final one-half payment is due by January 1, 2010.

**COST OF BOOTH(S)**      \$ \_\_\_\_\_

**DEPOSIT**                      \$ \_\_\_\_\_

**FINAL PAYMENT**          \$ \_\_\_\_\_

*Please note: In order to receive the member rate, an exhibitor must be a member during the length of the 2010 Home & Remodeling Show.*

### PAYMENT INFORMATION

CREDIT CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

CARDHOLDER \_\_\_\_\_ AMOUNT \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

\_\_\_\_\_  
EXHIBITOR SIGNATURE

\_\_\_\_\_  
DATE

**SHOW LOCATION: George M. Sullivan Arena, 1600 Gambell Street**

**ANCHORAGE HOME BUILDERS ASSOCIATION, INC.**

8301 Schoon Street, Suite 200 • Anchorage, AK 99518 • (907) 522-3605 • Fax (907) 522-3757

## TERMS AND CONDITIONS

- CANCELLATION AND REFUND POLICY:** No refund of space rental fees will be given to the Exhibitor unless the AHBA is able to re-rent the space by December 11. After December 11, no refunds will be given. All cancellations must be in writing to the AHBA. If Exhibitor is unable to occupy their space, has provided written notice to the AHBA, and if the space is re-rented, then a refund may be given, less a \$50 handling fee, on the following basis: by November 27, 2009—full refund (less the handling fee); November 28-December 11, 2009—50% refund (less the handling fee); after December 11, 2009—no refund will be given. In the event Exhibitor fails to occupy the exhibit space contracted before 8:00 a.m. on the first day of the Show, Show Management shall have the right to utilize such space in any manner it chooses. This will in no way release Exhibitor from its obligations nor shall Exhibitor be entitled to a refund. Space may be re-sold with no refund.
- USE OF SPACE:** The Exhibitor is entirely responsible for the space leased and shall not injure, mar, or deface the premises, and the Exhibitor shall not drive, nor permit to be driven, any nails, hooks, tacks, or screws in any part of the building. Furthermore, Exhibitor shall not affix to the walls or windows of building any advertisement, signs, etc. or use Scotch tape, masking tape, or any other adhesive type materials on painted surfaces. The Exhibitor agrees to reimburse the facility and/or decorator for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor.

The aisles, passageways, and overhead spaces remain strictly under the control of the Management, and no signs, decorations, banners, advertising matter, or special exhibits shall be permitted in them except by special written permission of the Management. All exhibits and their personnel must remain within the confines of their own spaces, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury, or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted. This includes erecting signage so that it can be read only while facing the booth it advertises. The space contracted is to be used solely for Exhibitor whose name appears on the contract, and it is agreed that Exhibitor will not sublet or assign any portion of the same without the written consent of the Management. This includes sharing an exhibit with another company at no charge.

**Promotion of or promotional material of goods not installed or sold by Exhibitor is not allowed in booth area.** All demonstrations or promotional activities must be confined within the limits of the purchased space. Noise resulting there from must not interfere with other Exhibitors. The operation of stereos, radios, televisions, musical instruments, or other equipment must not distract other exhibitors or be objectionable to them.

There will be no yard sticks, balloons or popcorn allowed as giveaways. Balloons are not allowed inside the Sullivan Arena.

- RULES FOR EXHIBITS:**

A. All booths and decorations **MUST** concur with the facility, city ordinances, and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant and each exhibit must contain a fire extinguisher.

B. **RIGHTS OF MANAGEMENT:** The Management reserves the right to refuse any application, restrict or remove exhibits, without refund, that may have been falsely entered, or may be deemed by the Management unsuitable or objectionable on the entire premises. This restriction applies to noise, P.A. systems, persons, animals, conduct, printed matter, or anything of a character that might be objectionable to the Show or the Management.

In event the exhibition is not held, Management shall not be liable for any damages or expense incurred by Exhibitors in the event the Show is delayed, interrupted, or not held as scheduled; and if for any reason beyond the control of the Management the Show is not held, Management may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by the Management.

**Management has full and final decision-making authority on the placement of any booth in the Show.**

C. **TERMS AND CONDITIONS:** This contract contains all of the terms and conditions agreed upon by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

D. **ATTORNEY'S FEES:** In the event suit or action is brought by any party under this agreement to enforce any of its terms, it is agreed that the prevailing party shall be entitled to a reasonable attorney's fee to be fixed by the trial and appellate courts.

- SECURITY:** We wish to provide the tightest security possible for the protection of Exhibitor's properties. However, neither the AHBA, the facility management, nor our insurance company are financially liable for loss or "mysterious disappearance" of any kind. We recommend all Exhibitors contact their insurance company to confirm proper coverage of exhibit materials. Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary. Any additional security must be arranged by the Exhibitor at his or her own expense, directly from the facility.
- LIABILITY:** Neither the 2010 AHBA Anchorage Home & Remodeling Show, the George Sullivan Sports Arena, the electrical distribution contractor, the Anchorage Home Builders Association, nor their representatives, nor any member of the above named will be responsible for any injury, loss, or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage, or injury. The facility will be locked during the time that exhibits are not being shown, and security guards will be on duty in the arena and outside the Exhibit tent.
- INDEMNITY AGREEMENT:** The Exhibitor agrees to fully indemnify, defend and hold harmless the AHBA and its officers, agents and members from any and all claims or lawsuits arising out of any action or inaction by Exhibitor that forms any claimed basis for such claim or lawsuit, regardless of whether such claimed basis has merit. Exhibitor shall be solely responsible for claims or suits brought against Exhibitor, and Exhibitor shall not seek to assign or apportion fault to the AHBA, or any of its officers, agents or members in the event of a claim or lawsuit brought against Exhibitor. Each person whose signature appears on the application represents and affirms that he or she has the legal authority to execute this Indemnity Agreement.

Exhibitor shall comply fully with any and all local, state, and federal laws, regulations, rules, constitutional provisions, common laws, and rights of others applicable to the reproduction, display, or performance of proprietary or copyrighted materials and works of third-parties (the "Works"), and to the protection of the intellectual property rights associated with such Works. Exhibitor specifically agrees, undertakes, and assumes the responsibility to make any and all reports to such agencies and/or parties, specifically by way of example only (and not by way of limitation) ASCAP, BMI, SAG, SESAC, Copyright Clearance Center, and other similar agencies. Exhibitor agrees to indemnify, defend, protect and hold harmless AHBA of and from all and all manner of Losses arising in any way from the use by Exhibitor of proprietary intellectual property of third parties under the copyright or other laws of the United States. The foregoing indemnity shall apply regardless of the means of publication, display, or performance by Exhibitor, and shall include specifically and without limitation the use of recordings, audio broadcasts, video broadcasts, and all other publication, display or performance means whatsoever.

**ANCHORAGE HOME BUILDERS ASSOCIATION**  
*2010 HOME & REMODELING SHOW*

**SEMINAR APPLICATION**

Seminar Sponsor: \_\_\_\_\_

Presenter: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

Cost	
1 seminar	\$70
2 seminars	\$120
3 seminars	\$150
4 seminars	\$240

Seminar Title: \_\_\_\_\_

Seminar Information (for use in advertising):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please circle your preferred time:

Saturday, March 27    10:30 a.m.    11:45 a.m.    1:00 p.m.    2:15 p.m.    3:30 p.m.    4:45 p.m.    6:00 p.m.

Sunday, March 28    10:30 a.m.    11:45 a.m.    1:00 p.m.    2:15 p.m.

*Seminars should last approximately 45 minutes*  
**Four (4) seminars will be offered at each of the times listed above.**

**WILL YOU BE GIVING A SLIDE SHOW OR POWERPOINT PRESENTATION??** \_\_\_\_\_

*Aside from a table, no equipment is provided for seminars; however, room scheduling depends on your presentation needs.*

Full payment is required when application is submitted.  
 Scheduling is based on the date the application and payment are received.

**Submit applications to:**  
 Anchorage Home Builders Association  
 8301 Schoon Street, Suite 200  
 Anchorage, AK 99518

**Questions? Contact Erica Shafer at the AHBA:**  
 Phone: (907) 522-3605  
 FAX: (907) 522-3757  
 E-mail: [eshafer@ahba.net](mailto:eshafer@ahba.net)

PAYMENT INFORMATION	
cc number:	Exp. Date:
Billing Address:	Cardholder: