



Affiliated with NAHB

**We made it through another Home and Remodeling Show here is a list of highlights:**

- **51 years** of giving the construction industry a way to showcase **who you are** and **what you do** for the public.
- The **power of marketing** through television, radio, print and social media at a saturation rate an individual could not afford.
- Provided the public a cost effective way to attend the event by offering **FREE @ FIVE** admission on Friday and Saturday — and we have **NEVER** charged for parking!
- Gave away **\$1000 a day** to a lucky attendee to spend towards a vendor along with a **FREE** tote bag and coupon book.
- Used **FACEBOOK** to advertise a **\$500 a day** give away to spend towards a vendor.
- The theme “**Mardi Gras**” helped dress up the booths and provided a fun way for vendors to compete to win a **FREE** booth in 2012.
- Added **carpet** to the aisle in the tent accomplished a more finished look to showcase vendors and safer for the public to walk through.
- **AHBA** members support this event with their participation by renting a booth which helps provide necessary funding for the association.
- Over **5200** people attended while being scheduled at the same time as Fur Rondy and Iditarod.

As a vendor in 2011, you are the **first** to receive information about next year’s event. Enclosed is the application and vendor manual. **If you wish to re-reserve** your same booth(s), or **if you would like a different booth**, you **must** return the application with a 50% deposit to the Anchorage Home Builders Association office **by Friday, July 29th, 2011\***. Requests are granted on a first-come, first-served basis, and will be reviewed after the July 29th deadline. All vendors are notified of the outcome, all un-reserved spaces will be released to the wait list.

We will be holding fast to the July 29th deadline. **If your signed application and 50% deposit are not received by this date, your booth will be released.**

If you have questions about the event, please feel free to contact me at 522-3605.

**Vicki Portwood**  
**AHBA Executive Officer**



**\* As an added incentive - if application and 50% deposit is turned in by Friday, July 29th, 2011, your name will be placed into a drawing for ONE FREE booth space for the 2012 Home & Remodeling Show.**

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**ANCHORAGE HOME BUILDERS ASSOCIATION, INC.**

8301 Schoon Street, Suite 200 ~ Anchorage, AK 99518 ~ (907) 522-3605 ~ Fax (907) 522-3757 [www.ahba.net](http://www.ahba.net)

# Anchorage Home Builders Association

52nd Annual

## HOME & REMODELING SHOW

March 23-25, 2012

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

### Application & Vendor Manual

Friday, March 23, 2012  
12:00 - 8:00 p.m.

Saturday, March 24, 2012  
10:00 a.m. - 8:00 p.m.

Sunday, March 25, 2012  
10:00 a.m. - 5:00 p.m.

The 2012 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 Vendor 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 at 522-3605.

#### PUBLIC ADMISSION FEES

A general admission fee of \$8.00 will be charged to attend the 2012 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 \$6.00. Children 17 and under are free.

***Please review all information prior to submitting application***



# AHBA will provide the following:

- **EXHIBIT SPACE** 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). Additional lighting will be provided for vendors in the following mezzanine booths: 200, 213-219, 300, 313-319.
- **ADVERTISING** will include radio, television, print, online and social media advertising. Vendors will be contacted at a later date regarding advertising opportunities.
- **VENDOR BADGES** are issued in the following manner: **3 badges per booth**. They are intended to be used by those personnel manning the booth, and vendors have the sole responsibility for their care once they have been picked up. You may pick up your badges on Thursday, March 22nd, 12:00-5:00 p.m. and Friday, March 23rd, 8:00-10:00 a.m. in the show office at the arena. One person from the vendor'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 vendor 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 vendor requesting entry to the arena without a badge will be required to pay the full admission price at the main door.** Vendors 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** are to be used as a courtesy to your customers. Vendor name and address **MUST** be stamped on the back of each ticket (no handwritten tickets will be accepted). They are made available to all vendors 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 complimentary tickets.
- **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.
- **FORKLIFTS** and drivers will be made available to you during move-in and move-out, **free of charge.**
- **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. **Vendors must park in the lot east of the Ben Boeke Arena.** Consider sharing a ride so that as much of the parking lot is available for the public's usage to attend the show.
- **VENDOR ROOM** The room located at the yellow doors will be available during show hours to vendors only. This area is for your relaxation and a place to "get away".

## **RULES & REGULATIONS**

The currently adopted building and fire codes of the Municipality will be enforced.

**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 267-4970.

**STRUCTURES** — Any structure with a 4 feet by 8 feet solid roof needs to be approved by the Fire Prevention Division by calling 267-4970. 10 feet by 10 feet tents made of flame resistant fabrics with current certifications are allowed.

# Vendor will provide the following:

- **APPEARANCE** Your exhibit's professional appearance will be the first indication of your company's standard of workmanship. 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. Vendors must take their adjoining exhibitors into account. Booth signage must not be installed in a manner that interfere with the adjacent booth's identity. All lighting must be arranged and operated so that it is not distracting to adjoining booths.
- **TENT** All tent vendors are responsible to supply their own sub-flooring.
- **MOTORIZED UNITS/VEHICLES** may contain no more than (1) gallon of gasoline while on display, battery cables to be disconnected and gas caps locked or taped closed. If you have any questions, please call the Fire Marshall, (907) 267-4900.
- **MOVE-IN SCHEDULE** Vendors will be requested to move-in during a specific time period. Refer to the move-in schedule on page 5 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, and expansion booths.
- **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 vendors 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 26th. Failure to have your exhibit promptly removed may jeopardize your 2013 placement. Any vendor 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.
- **SHOW DECORATOR** 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. Direct sales are only allowed in the Expansion booths and **MUST** be construction related merchandise. **Vendors 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** 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.
- **ADVERTISING** we ask all vendors to mention your participation in this event in all of your advertising prior to the show.

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

# Move-in Schedule

## WEDNESDAY, MARCH 21, 2012 Main Floor

6:30 a.m.	1-5, 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.	13-17, 25-29, 70-77, 80-87	3:00 p.m.	150-157, 160-167
10:30 a.m.	90-97, 100-107	<i>The arena will close at 10:00 p.m.</i>	

## THURSDAY, MARCH 22, 2012

<u>Main Floor</u>	<u>Bulkhead, Mezzanine, Expansion</u> (all spaces)	<u>Tent</u> (all spaces)
8:00 a.m. 170-177		6:30 a.m. - 10:00 p.m.
9:30 a.m. 18, 22, 23, 24,24e	6:30 a.m. - 10:00 p.m.	

*The arena will close at 10:00 p.m.*

## FRIDAY, MARCH 23, 2012

### Main Floor & Parking Lot

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

# Move-out Schedule

## SUNDAY, MARCH 25, 2012

*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 26, 2012

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

# 2012 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 (1-177)	<b>\$995</b>	<b>\$1,395</b>
<b>Main Floor</b> 8 x 10, 80 SF (24e and 42e)	<b>\$885</b>	<b>\$1,285</b>
<b>Tent</b> 10 x 10, 100 SF (401-527)	<b>\$895</b>	<b>\$1,295</b>
<b>North / South Mezzanine</b> 7.5 x 10, 75 SF (201-212 and 301-312)	<b>\$675</b>	<b>\$1075</b>
<b>North / South Mezzanine</b> 4.5 x 13, 58.5 SF (214, 215, 216, 218, 219, 314, 315, 316, 318, 319)	<b>\$525</b>	<b>\$925</b>
<b>North / South Mezzanine</b> 4.5 x 10, 45 SF (217, 317)	<b>\$400</b>	<b>\$800</b>
<b>North / South Expansion</b> 7 x 9.5, 66.5 SF (250-265 and 350-365)	<b>\$475</b>	<b>\$875</b>
<b>North / South Mezzanine</b> 5 x 11, 55 SF (200, 213, 300, 313)	<b>\$565</b>	<b>\$965</b>
<b>North / South Bulkhead</b> 18" x 10', 15 SF (600-615)	<b>\$495</b>	<b>\$895</b>
<b>Outside Exhibits</b>	<b>\$5.00 / sq ft</b>	<b>\$9.50 / sq ft</b>

**Please note:** In order to receive the member rate, a vendor must be a member during the length of the 2012 Home & Remodeling Show.