



***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.**

**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

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.

## 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

**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  
8:00 a.m. 6-12, 30-36, 50-57, 60-67  
9:00 a.m. 13-17, 25-29, 70-77, 80-87  
10:30 a.m. 90-97, 100-107  
12:00 p.m. 110-117, 120-127

1:30 p.m. 130-137, 140-147  
3:00 p.m. 150-157, 160-167

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

## THURSDAY, MARCH 22, 2012

### Main Floor

8:00 a.m. 170-177  
9:30 a.m. 18, 22, 23, 24, 24e

### Bulkhead, Mezzanine, Expansion (all spaces)

6:30 a.m. - 10:00 p.m.

### Tent (all spaces)

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>Tent</b> 10 x 10, 100 SF (401-527)	<b>\$895</b>	<b>\$1,295</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 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>
<b>North / South Mezzanine</b> 7.5 x 10, 75 SF (201-212 and 301-312)	<b>\$675</b>	<b>\$1075</b>
<b>Main Floor</b> 8 x 10, 80 SF (24e and 42e)	<b>\$885</b>	<b>\$1,285</b>
<b>North / South Mezzanine</b> 4.5 x 10, 45 SF (217, 317)	<b>\$400</b>	<b>\$800</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.***

**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 →

**TENT**

Exit →

527 526 525 524 523 522 521 520 519 518 517 516 515 514 513 512 511 510 509 508      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

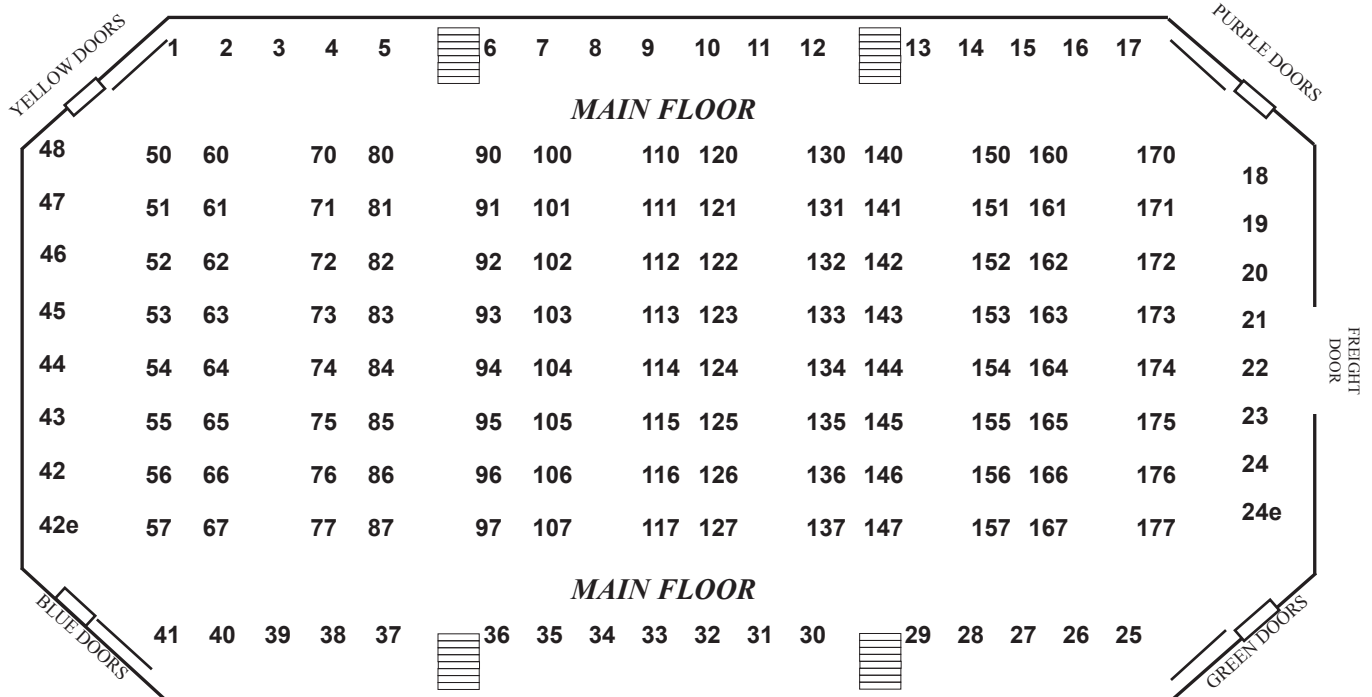
Seminar Room D

Main Entrance

**NORTH MEZZANINE**

219 WOMEN 218 217 CONCESSION 216 215 MEN 214  
600 601 602 603 604 605 606 607

**NORTH BULKHEAD**



**MAIN FLOOR**

**SOUTH BULKHEAD**

608 609 610 611 319 WOMEN 318 317 CONCESSION 316 315 MEN 314 612 613 614 615

**SOUTH MEZZANINE**

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

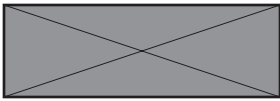
**SOUTH EXPANSION**

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

Seminar Room A (main floor)

Seminar Room B

Seminar Room C



# 2012 Home & Remodeling Show BOOTH SPACE APPLICATION

Date of Show:  
March 23-25, 2012

PERSON IN CHARGE OF BOOTH \_\_\_\_\_

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 PRODUCTS & SERVICES TO BE DISPLAYED \_\_\_\_\_

**REQUESTED BOOTH SPACE(S):**

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

**PLEASE READ**

As an applicant for booth space in the 2012 AHBA Home & Remodeling Show, I understand that the AHBA reserves the right to make the final decision on the location of the booth space that I am renting.

This application for booth space in the 2012 AHBA Home & Remodeling Show will become a contract subject to the terms and conditions outlined in the vendor manual between applying Vendors 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 VENDOR MANUAL**

X

\_\_\_\_\_  
VENDOR SIGNATURE

\_\_\_\_\_  
DATE

**PAYMENT INFORMATION**

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

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

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

CVC Code \_\_\_\_\_ (three digits on back of credit card)

**PAYMENT POLICY**

A deposit of 50% must accompany this signed application. No exhibit space will be confirmed until receipt of this deposit. As of July 29, 2011, all spaces without a deposit will be released.

The final 50% is due by January 13, 2012.

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

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

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

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

**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

1. CANCELLATION AND REFUND POLICY: No refund of space rental fees will be given to the Vendor unless the AHBA is able to re-rent the space by January 13. After January 13, no refunds will be given. All cancellations must be in writing to the AHBA. If Vendor 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 30, 2011—full refund (less the handling fee); December 1– January 13, 2012—50% refund (less the handling fee); after January 13, 2012 no refund will be given. In the event Vendor fails to occupy the booth space contracted before 8:00a.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 Vendor from its obligations nor shall Vendor be entitled to a refund. Space may be re-sold with no refund.

2. USE OF SPACE: The Vendor is entirely responsible for the space leased and shall not injure, mar, or deface the premises, and the Vendor shall not drive, nor permit to be driven, any nails, hooks, tacks, or screws in any part of the building. Furthermore, Vendor 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 Vendor 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 Vendor.

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 booths and their personnel must remain within the confines of their own spaces, and no Vendor 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 Vendors. No interference with the light or space of another Vendor 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 Vendor whose name appears on the contract, and it is agreed that Vendor will not sublet or assign any portion of the same without the written consent of the Management. This includes sharing a booth with another company at no charge.

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

There will be no yard sticks, balloons or popcorn allowed as giveaways. Balloons as decoration are allowed with approval of the Sullivan Arena.

### 3. RULES FOR EXHIBITS:

A. All booths and decorations MUST concur with the facility, city ordinances, and local building and 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.

B. RIGHTS OF MANAGEMENT: The Management reserves the right to refuse any application, restrict or remove booths, 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 Vendors 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 Vendors 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.

1. SECURITY: We wish to provide the tightest security possible for the protection of Vendor'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 Vendors 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 Vendor at his or her own expense, directly from the facility.

1. LIABILITY: Neither the 2012 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 Vendor or the Vendor's employees or property from any cause whatsoever. The Vendor, 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 booths are not being shown, and security guards will be on duty in the arena and outside the Exhibit tent.

2. INDEMNITY AGREEMENT: The Vendor 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 Vendor that forms any claimed basis for such claim or lawsuit, regardless of whether such claimed basis has merit. Vendor shall be solely responsible for claims or suits brought against Vendor, and Vendor 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 Vendor. Each person whose signature appears on the application represents and affirms that he or she has the legal authority to execute this Indemnity Agreement.

3. Vendor 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. Vendor 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. Vendor 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 Vendor 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 Vendor, and shall include specifically and without limitation the use of recordings, audio broadcasts, video broadcasts, and all other publication, display or performance means whatsoever.