

2011 Exhibitor Information Packet

Exhibitor Registration

Please complete ALL sections and return no later than **March 31, 2011.**

Mail your check and this page to:
High Country Home Builders Association
PO Box 3135 ~ Boone, NC 28607
 For questions call 828-297-6566 or 264-0965
 Fax 828-297-6167

Exhibitor Information (Please Print)

Business Name: (As it should appear on promotional material)

Contact Person: _____

Mailing Address: _____

Phone: _____

E-Mail: _____

SET-UP Request

Electricity Needed? Yes or No

No. of 8' tables needed _____

No. of chairs needed _____

Disclaimer of Liability and Regulations

Please read carefully and sign below:

As an exhibitor in the 2011 High Country Home and Remodeling Exposition, I do hereby agree to hold harmless and release the High Country Home Builders Association, Appalachian State University and the George Holmes Convocation Center from all liability for any loss or injury to myself, my employees and/or my property.

I hereby agree to assume responsibility for any loss or injury to myself, my employees and/or my property while on the grounds of the exhibition. I agree to furnish surge protectors for computer equipment in my booth and to furnish grounded, industrial strength extension cords for any electrical use in my booth.

*As an exhibitor, I agree to have my booth set up when the show begins at 12 pm for Exhibitor Preview on Friday (05/20/11), and remain open throughout the 2 day event. I also agree to break-down no earlier than 5 pm on Saturday (05/21/11) and no later than 4 pm on Sunday (05/22/11). **Failure to abide by the above, I agree to pay a \$100 fine to HCHBA and a \$500 fine to ASU. (Prior arrangements must be made to move-out any later than stated above.)***

All exhibitors are also responsible for their children and are required to supervise them during the entire show.

Authorized Signature _____

Today's Date: _____

Qty. Main Floor Booths

_____ Prime Super Booth A, B, C or D @ \$1,300 _____
 (400 sq. ft minimum) preferred space _____

_____ Prime Corner Booth E ___ or F ___ \$ _____
 300+ sq. ft. @ \$800 each

_____ Prime 10' X 10' @ \$500 each \$ _____
 preferred space no. _____

_____ Standard 10' X 10' @ \$400 each \$ _____
 preferred space no. _____

Advertising Participation

Business Card Directory (1,000 copies distributed)

_____ Business card listing @ \$100 \$ _____
 (\$25 each for additional listing)

List under the following heading(s):

1) _____

2) _____

3) _____

Please mail your
 business card
 with registration.

_____ 1/2 page ad on inside cover of directory \$ _____
 @ \$300 (7.5" wide X 5" high)

_____ 1/4 page ad on inside cover of directory \$ _____
 @ \$150 (3.75" wide x 5" high)

Total Amount for Booth & Advertising \$ _____

*** DISCOUNTS ***

HCHBA Member Discount: Deduct \$50 off total above if registration and full payment is received by 3/10/11 and total (before discount) is at least \$400. \$ _____

All participants take 10% off total cost (after discount) for participating in three or more of the above items. \$ _____

Adjusted Total for Booth & Advertising \$ _____

PLUS _____
Sponsorship \$ _____

TOTAL COST \$ _____

Booth spaces will not be assigned until full payment & signed registration form is received. Payment & registration also due no later than March 31, 2011 to be included in publicity materials.

2011

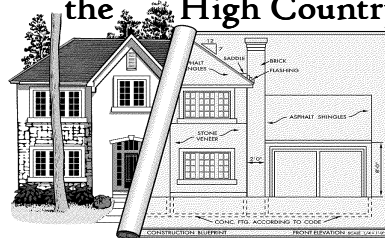
Home Show

EXHIBITOR

INFORMATION PACKET



Building **Green** to Better
the High Country



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Return Enclosed Registration Form No Later Than March 31, 2011
Mail To: High Country Home Builders Association
PO Box 3135 ~ Boone, NC 28607

For More Information & Questions Contact Us By Phone or Fax
828-297-6566 - Phone 828-297-6167 - Fax

High Country Home Builders Association, Inc.

PO Box 3135, Boone, NC 28607

828-297-6566 Phone ~ 828-297-6167 Fax

TO: 2011 Home Show Exhibitor Prospects
FROM: 2011 HCHBA Home Show Committee
SUBJECT: **EXHIBITOR INFORMATION PACKET**
DATE: January 15, 2011

The following is this year's home show exhibitor packet. If you were an exhibitor in 2010, I hope you plan to join us again this year. Please complete the enclosed registration form and return with total payment at your earliest convenience, in order to reserve your booth request. Booth reservations will be on a **first come, first served** basis!

Please review the packet carefully, in order to be fully aware of all circumstances of the show. Any changes will be noted in vendor packets which will be distributed at Home Show check in.

- The show will be held at the same time as the last few years. This seemed to work well as the summer residences are settled in and are making plans for their *2011 home improvements*. Also, this is a prime time for visitor parking on the ASU campus because school is between sessions during this time.
- This year's show will remain as a 2-day event, Friday and Saturday, May 20th & 21st, with show hours from 1:00 pm - 8:00 pm on Friday and 9:00 am - 5:00 pm on Saturday. However, all booths need to be ready one hour prior to show time for Exhibitor Preview from 12 noon - 1 pm on Friday, May 20th. This will give each exhibitor a chance to view the booths as well as learn more about what other exhibitors have to offer. This will help each of you answer questions often asked by our guests.
- **FREE ADMISSION** - Once again, admission will be FREE throughout the show. Please emphasize this to your clients and/or friends. For your convenience, a sheet with four post cards is enclosed for you to mail out to your contacts. Please take advantage of this advertising source. Make sure you add your company name in the top left corner, your reserved booth space number in the center of card, and cut before sending them to your clients. Feel free to make additional copies, if needed.
- Having the entire show on the main floor has worked well for the past 4 years, therefore, we will use the same layout this year. All traffic will once again enter and exit from the lower northwest entrance (see floor plan on page 6).
- Wireless Internet will be available during show hours. Please see an HCHBA event staff during set-up for pass code.
- In appreciation of our exhibitors, pizza will be served on Friday, May 20th from 11:30 AM - 12:30 PM in the loading docks. This will be a **FREE** meal to our exhibitors.
- The Business Card Directory will once again be this year's primary, printed material. Contents will include:
 1. Business cards displayed by directory listings (*see page 7 of packet*) and for easy reference, an alphabetical index listing each business card and the category listing
 2. Home Show floor layout with a listing of all exhibitors and their booth numbers
 3. A listing of Expo activities with scheduled times for seminars and the nail driving contests
 4. An updated, alphabetical HCHBA membership list
 5. Display ads on inside covers to interested parties (*see page 5 of packet for details*)

Each booth will have several copies of the directory displayed in their booth area for exhibitors and visitors to take home. Please display them in a convenient place for interested parties. (*This will be a handy reference for future projects.*) If you run out of directories at your booth, please ask an HCHBA staff member for additional copies.

If you have questions and/or concerns on the information above and/or on the remaining material in this packet, please contact Susan Miller at the above number. If you get a recording, please make sure you leave a message and I will contact you shortly. We look forward to hearing from you as soon as possible, by phone and/or by mail. Please fill out the enclosed registration form and return with full payment by **March 31, 2011** to be included in publicity materials.

We look forward to working with you and having another successful show...in 2011!

2011 Exhibitor Information Packet



*Featuring Products and Services
for Your Home and Garden*

**Presented by
High Country Home Builders
Association**

Show Hours:

Friday - 12 pm to 8 pm

*(Exhibitor Preview will be on Friday from 12 pm - 1 pm
and Doors will open to the General Public at 1 pm)*

Saturday - 9 am to 5 pm

Exhibitor Appreciation Luncheon

WHEN: Friday, May 20th, 2011
From 11:30 am until 12:30 pm

WHERE: ASU's Loading Docks
FREE pizza will be served to our 2011 exhibitors on Friday, May 20, before the doors open to the public. Each company representative will sign up total number in their party (who would like to join us for lunch) when they pick up their exhibitor packet.

OVERVIEW

Promotion of this Expo will include advertising with the following sources:

Newspaper - Weekly Advertisements will run with High Country Media and High Country Press one month prior to the Expo. Plus a full page insert will be placed in 45,000± newspapers the week of the Expo. The inserts will be in the following: The Mountain Times, Watauga Democrat, Avery Journal and The Blowing Rocket.

Radio - Weekly ads will be run on WECR, WATA/WZJS, WMMY, and WXIT.

Banners/Posters - Road side banners measuring 3' x 8' will be placed in Watauga and surrounding counties 10 days prior to the Expo and will be located at high visibility spots to catch the eye of the travelers throughout these areas. Window posters will be displayed as well.

Billboard - Double sided signs measuring 4' x 8' will be displayed two months prior to the Expo on Builders Plaza Billboard, located on Hwy. 105 By-Pass.

Network TV - Ads will run on various channels through Charter Communications two weeks prior to the event.

Set-up: Thursday - May 19th - 8 am to 5 pm

A specific schedule will be created for set-up times and mailed to each exhibitor two weeks prior to the show.

Tear-down: Saturday - May 21st - 5 pm to 8 pm and Sunday - May 22nd - 12 noon - 4 pm

Each exhibitor is responsible for removing all items from their booth area. Please do not leave any trash or materials on the floor - either take them with you or dispose of them in the dumpster beside the loading docks.

**\$100 FINE IF YOU TEAR-DOWN YOUR
BOOTH BEFORE 5 PM ON SATURDAY**

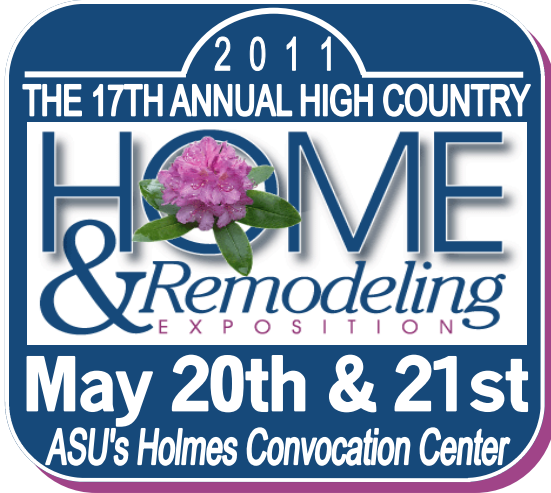
Booths Include: 8' tables, black table covers, chairs, 3' side curtains and 8' back curtain. Electricity is available at each booth at no extra charge; however, exhibitors must supply their own grounded, industrial strength electrical cords and duct tape. Internet access is also available but must be requested during set-up.

The following items, provided by ASU, are limited due to demand and may not be available during set-up and/or tear-down:

- Dolly Carts
- Brooms and Vacuums

**For questions or special requests
call 828-297-6566.**

2011 Exhibitor Information Packet



2011 SPONSORSHIP OPPORTUNITIES

Prime Sponsors (2 Available)

These sponsors will receive the most recognition of all sponsors. Benefits include:

- Your company name and logo displayed on projector above exhibitor floor. *Layout must be e-mailed to: susan.hchba@charterinternet.com by 3/31/11*
- Your company banner, measuring up to 5' wide x 20' long and can be printed on both sides, will be displayed at the prime location over the exhibitor floor. Visibility of banner will be easily seen by all upon entry and exit of the expo.
- One *free* Business Card Directory listing. (A charge of \$25 each for any additional listings.)
- A prominent listing on the front cover of the business card directory. (1,000 copies distributed locally.)
- A listing on posters distributed throughout the High Country
- A mention on radio ads promoting the Expo

Cost: \$500

Floor Sponsors

- We will run your ad in a revolving presentation throughout the entire show. Ad (8"H x 10"W) must be provided by sponsor and e-mailed *no later than* March 31, 2011 to: susan.hchba@charterinternet.com.

Cost: \$50

Call to reserve your sponsorship choice.
828-297-6566

Section Sponsors (6 Available)

Includes:

- Your company name and logo displayed on projector above exhibitor floor. *Layout must be e-mailed to: susan.hchba@charterinternet.com by 3/31/11*
- Your company banner (provided by you), measuring up to 5' wide x 20' long, displayed over the exhibitor floor.
- One *free* Business Card Directory listing. (A charge of \$25 each for any additional listing.)
- A prominent listing in the business card directory. (1,000 copies distributed locally.)
- A listing on posters distributed throughout the High Country.
- A mention on radio ads promoting the Expo.

Cost: \$300

Business Card Directory Cover Sponsor (1 Available)

Includes:

- Your company name and logo displayed on projector above exhibitor floor. *Layout must be e-mailed to: susan.hchba@charterinternet.com by 3/31/11*
- Your advertisement printed on the back cover of the 1,000 directories printed for free distribution to all Expo visitors & exhibitors. Several copies will be displayed at every booth for give away. Extra copies will be included in High Country Home Builders material mailed throughout 2010/11. Directory will include HCHBA Membership list, 2011 exhibitors, layout map of expo floor, expo attractions and small ads on inside covers.

Cost: \$900

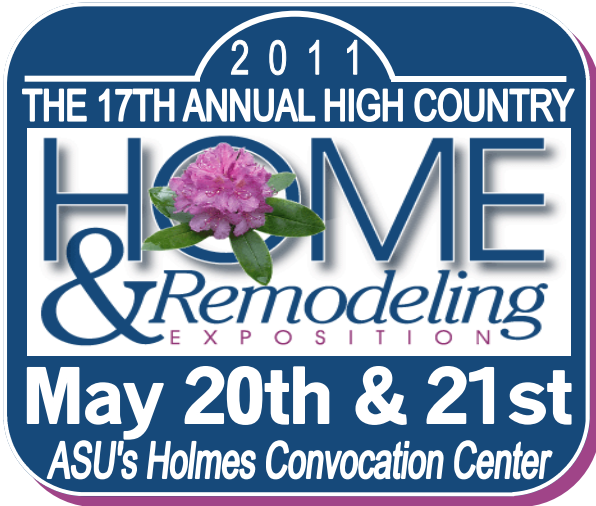
Nail Driving Contest Sponsor (1 Available)

Includes:

- Your company name and logo displayed on projector above exhibitor floor. *Layout must be e-mailed to: susan.hchba@charterinternet.com by 3/31/11*
- Your company banner, measuring up to 3' wide x 8' long, displayed over the nail driving contest area.
- A listing on posters distributed throughout the High Country.
- A prominent listing in the business card directory. (1,000 copies distributed locally.)
- A mention on radio ads promoting the Expo

Cost: \$200

2011 Exhibitor Information Packet



No Charge!

Offer a Seminar *FREE to Presenters*

Seminars will be located at the entrance of the Exposition (Room #003) and will seat 25± guests. Set-up will be provided for anyone interested in offering a 20 to 30 minute demonstration or informative program during the 2-day show. (See Floor Plan on page 6 for location)

Each speaker will be provided with a podium, microphone, and LCD data/video projector by request. Seating will be theater style.

All topics must be presented to the Home Show Committee for approval before a commitment will be made to offer your program. Please provide a brief description of the material you would like to present and a description of handouts or materials you will offer to those who choose to attend.

A detailed schedule of each presentation will be posted at the seminar area, as well as listed in the business card directory and announced on radio advertisements. **Seminar facilitators are encouraged to hand out invitations one hour prior to the time of their seminar and do additional advertising on their own in order to increase attendance. HCHBA will be glad to provide light snacks during seminars, upon request.**

For more information and/or to offer your service, please call 828-297-6566. Fax topics to 828-297-6167

2011 ADVERTISING OPPORTUNITIES

Business Card Directory

This elegant 8½" X 11" booklet, printed on 80 lb. white gloss paper, will include: business cards displayed by category, inside cover display ads, HCHBA membership list, Home Show exhibitor list, booth layout map, and show activities.

One thousand copies of the directory will be printed.

Several copies will be placed at each booth for exhibitor/visitor convenience as well as given to each visitor upon arrival of the Expo. Remaining copies will be placed in materials mailed to home builder prospects throughout 2011 & 2012.

Business Card Ad: Your business card, reflecting your personality, will be listed in the directory and put into the hands of each Expo visitor for them to take home and reference to after they leave the show. You choose the category/heading(s) where your card will appear. Cards will be displayed alphabetically by business category, with a table of contents for easy reference. (See page 7 of this packet for listings.)

Directory Display Ad: One-half and one-fourth page size ads (see measurements below) will be displayed on the inside covers of the 2011 Business Card Directory. If you are interested in running an ad, please send full color ad in .JPEG format to: susan.hchba@charterinternet.com.

Deadline to receive business card and/or display ad is March 31, 2011.

Mail business cards along with registration form and email ads to: susan.hahba@charterinternet.com.

Cost per business card - \$100

Please send 1 card/listing.

(Each additional business card listing - \$25)

Cost for ads Displayed on Inside Covers

1/2 Page (7.5" w x 5" h) \$300

1/4 Page Ad (3.75" w x 5" h) \$150

(Ad location will be first come, first served.)

Hill Street Parking

ENTRANCE TO EXPO
(Lower NW Entrance)

Hwy 321
(Blowing Rock Road)

Booth spaces shown are
NOT to scale.
ALL BOOTHS are 10' x 10'
(Excluding Booths A - F)

Educational
Seminars

HCHBA Booth

A **B** **C** **D**

Concessions

1 (P)
2 (P)
3 (P)
4 (P)
5
6
7
8
9
10
11
12
13

(P) = Prime 10' x 10' Booths

(P) 14	(P) 15	(P) 16	(P) 17	(P) 18	(P) 19	(P) 20	(P) 21	(P) 22
(P) 23	24	25	26	27	28	29	30	(P) 31

86 (P)
87 (P)
88 (P)
89 (P)
90
91
92
93
94
95
96
97

32	33	34	35
41	42	43	44

37	38	39	40
46	47	48	49

50	51	52	53
59	60	61	62

55	56	57	58
64	65	66	67

68	69	70	71
77	78	79	80

73	74	75	76
82	83	84	85

E

98 99 100

101 102 103

F

Nail Driving Contest

Loading Docks

ASU Lower Parking Lot

2011 Exhibitor Information Packet



BUSINESS CARD DIRECTORY LISTINGS

COST:

Initial Listing - \$100
Each Additional Listing - \$25 each

All licensed builders
will be listed separately under the heading
"Licensed General Contractors".

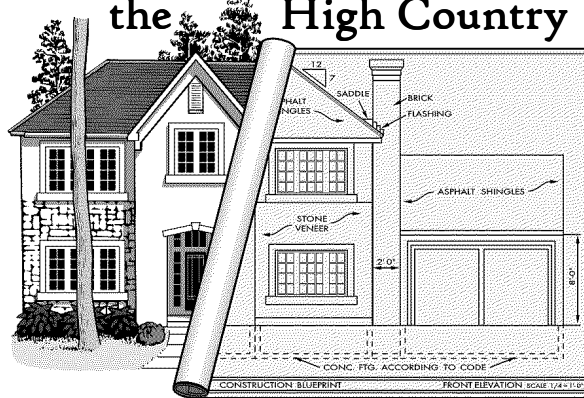
Builders can also choose to have additional listings
under any of the codes below, by request.

Codes for Directory Listing (Additional Codes Can Be Added By Request)

A/C & Heating	Ceramic Tile	Furniture	Painting Contractors	Stucco
Accounting	Cleaning	Garage Doors & Operators	Paneling	Subcontractor
Additions	Closets	Gas / Propane	Paving	Sunrooms/Patios Porch & Deck Enclosure
Advertising/Public Relations	Computers	Glass Products	Pest Control	Surveying
Appliance	Countertops	Grading	Plumbing	Tile Contractors
Appraiser	Debris Removal	Grounds Maintenance	Pools	Tile Distributor
Architect	Decks	Gutters	Pressure Washing	Timber Frame
Attorney	Designer/Decorator	Hardware	Property Management	Travel Agencies
Audio/Video	Developer	Home Inspections	Real Estate	Tree Farm or Service
Auto Sales/Rentals/Supplies	Doors	Home Plans	Refrigeration	Trim
Awnings/Shutters/Canopies	Doors - Sales & Service	Insulation	Remodeling/Restoration	Trusses
Banking	Drywall/Plastering	Insurance	Roofing - Commercial	Utilities
Blinds & Window Treatments	Electrical Contractor	Kitchens/Baths	Roofing Materials	Vacuum Systems/Central Vac
Blocks/Concrete	Electrical Supplier	Landscaping	Roofing - Residential	Wallpaper
Blueprints	Elevators	Lighting	Sand/Gravel/Stone	Waste Removal
Bonds	Energy Systems	Lumber/Millwork	Security Systems	Water & Sewer Systems
Brick/Masonry	Engineer	Manufacturer - Plumbing Supplies	Septic Installation	Water Proofing
Building Materials	Equipment	Marble	Shelving/Closets	Well Drilling
Burglar Alarms	Erosion Control	Metal Work	Siding	Whirlpools
Cabinets	Excavating	Mortgage Bankers	Signs	Windows
Carpentry	Extermination	Newspapers	Sod/Grass	
Carpet	Fences	Nursery-wholesale	Spas, Saunas, Hot Tubs	
Caterers	Fireplaces	Office Supply	Sprinkler Systems	
Ceilings	Flooring	Ornamental Metal	Stairs	
Cellular Mobile Phones	Footing/Foundation	Paging/Radio Services	Steel Fabrication	
Cement/Concrete	Framing	Paint	Stone Masonry	

2011 Exhibitor Information Packet

Building Green to Better the High Country



The 2011 Home Show Committee is Available to Serve You

David J. Scott - Home Show Committee Chair (828) 265-6348

Randy Blake (828) 964-6329

Jerry Cook (828) 387-1157

Alice Denton (828) 264-3851

**Lisa Kaczmarczyk (828) 719-7118
(828) 264-3991**

Pat McGuire (828) 264-3506

Josh Swartz (828) 964-6469

Buck Wellborn (828) 264-6545

Susan Miller (828) 297-6566

- High Country Home Builders Association Office -