



2022

Fall **HOME & COMMUNITY**
Expo SEPT 23-25, 2022

EXHIBITOR PLAYBOOK



SEPTEMBER 23, 24, 25
WWW.HBAFALLEXPO.COM



5700 W. Michigan
Kalamazoo, MI 49009
269.375.4225








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Welcome to the HBA's Home & Community Expo and thank you for exhibiting with us!

This playbook is intended to help answer your show production questions so you get the most out of your investment. Our goal is to provide you with an at-a-glance reference document for all planning and logistical aspects, making your participation as easy and cost effective as possible.

While we have worked to put together a roadmap to a successful show for your company, we know that communication is key.

HINT: share this document with all staff members participating in the show.

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SHOW HOURS

Friday 9/23/22

10:00am – 9:00pm
Veteran & Senior Day
| Free Entry for
Seniors 65+ and
veterans

Saturday 9/24/22

10:00am – 9:00pm
Family Day |Face
painting, Jingle the
Clown, Mascots, Soccer
Clinic and more

Sunday 9/25/22

11:00am – 5:00pm

LOCATION

KALAMAZOO COUNTY FAIRGROUNDS & EXPO CENTER:
2900 Lake Street, Kalamazoo, MI 49048

SHOW TEAM

The Home & Community Expo is produced and managed by the Home Builders Association of Western Michigan located at 5700 W. Michigan Avenue, Kalamazoo, MI 49009 P: 269-375-4225 | F: 269-375-6493 | www.hbawmi.com



Christina Reed
Director of Member Services
christinar@hbawmi.com
o: 269.375.4225 ext. 2
c: 269.501.3208



Tamara Carpenter
Marketing & Administrative
Coordinator
tcarpenter@hbawmi.com
o: 269.375.4225



Marie Frank
Manager, Special Projects
marief@hbawmi.com
o: 269.375.4225 ext. 1



Aaron Hovestadt
Executive Director
aaronh@hbawmi.com
o: 269.375.4225 ext. 4

SOLICITING

There is a strict no soliciting policy at the Kalamazoo Home & Community Expo. Because you pay a fee to display your goods, we do not allow non-exhibiting companies to pay an entrance fee to hand out business cards/fliers. If you see this happening, please contact show staff immediately and they will be asked to stop and/or leave.

- All account balances must be paid in full.
- A copy of your insurance listing the HBA as additionally insured must also be on file. See page 6 for more info.
- Please coordinate with your staff/delivery drivers. **NO EARLY SETUP WILL BE ALLOWED.** If you require a special date/time, please contact the Show Manager. Do not call the Kalamazoo County Expo Center Staff.

BEFORE MOVE-IN

MOVE-IN

WEDNESDAY	THURSDAY	FRIDAY
8am -7pm	8am -7pm	8:00 am - 9:30 am* Must have Show Management Approval

*For setup on Friday morning, please let Show Management know. This will ease coordination with the Expo Center staff. Only Exhibitor Entrance will be open. See map on page 9 for reference.

STEPS TO A SIMPLE SETUP

1. Arrive at your designated installation time (see above).
2. Booths located in front of overhead doors will not be able to setup until THURSDAY. Please see map on page 9 for reference.
3. Check-In at the Show office, located in the front of the Expo Center at the ticket counter.
4. Drive to the closest installation door to your booth refer to the Expo Map/Booth Layout. There are multiple overhead/double doors. ***The Expo Center does NOT have a loading dock.***
5. Unload vehicles with your own personnel. Bring your own dollies/carts for handling your exhibit material .
6. Once your vehicle is unloaded, drive your vehicle out of loading area.
7. Return to booth and assemble your display.
8. Booths must be ready to receive customers by show open, Friday at 10am.

Exhibitor shall staff its booth during all open Show hours, but may choose not to staff their booth on Sunday, September 25, 2022, provided the following Rules are followed:

- i) place a printed sign in their booth informing visitors of their absences,
- ii) provide a piece of literature with contact information, and
- iii) keep booth fully intact until the Show closes.

BOOTH STAFFING

MOVE OUT

SUNDAY



5:01pm - 7:00pm

Dismantling your booth prior to show close at 5:00pm on Sunday, September 25th is strictly prohibited. Your cooperation is appreciated.

MONDAY



8:00am - 1:00pm

Remove your entire exhibit by 1:00pm on Monday. Anything left after 1:00 pm will be subject to facility rental fees and/or disposed of. Bring your own dollies/carts for handling your exhibit material during move out. If you stack products and literature to be picked up later, be sure to mark "DO NOT TRASH...HOLD FOR PICK UP!"

- ✘ Any large floor items sold during the show must not be removed until the show is complete. Please make arrangements for customers to pick those items up at or after 5pm on Sunday.

- ✘ BE PACKED UP AND READY TO MOVE OUT BEFORE PARKING YOUR VEHICLE IN A LOADING AREA – ALL VEHICLES PARKED IN A LOADING AREA DURING SHOW HOURS MAY BE TICKETED AND WILL BE ASKED TO MOVE.

BOOTH CONSTRUCTION: The HBA of Western Michigan will provide an exhibitor 8' high back drape and 8' high side curtains. Electric is also included.

- No signs, apparatus, shelving or equipment may extend above 8' in exhibitor's booth space without pre-approval from the HBA of Western Michigan. If you plan to have your booth extend beyond 8', you must select a booth along an exterior wall and a diagram of your space must be submitted to the Show Manager for approval.

- The exhibit may extend forward 10' from rear of booth out to the aisle at a maximum height of 8' on either side, however, the exterior of any part of the display or structure facing an adjacent booth or aisle must be finished or suitably decorated. Signage may not extend into neighboring booths or aisles.

- No roofs, canopies or other materials may cover your booth. See Fire Regulations on page 6.

BOOTH GUIDELINES

FIRE REGULATIONS

Be advised the fire marshal does check all exhibits prior to our Show opening.

- ⦿ **No ceilings over a customers head**
 For example, NO: Pop-up-tents (unless canopy is removed), sunrooms, awnings, roofing structures, or underdecking
- ⦿ **Vehicles/Equipment**
 Fuel tanks shall be not more than one-quarter (1/4) full or contain more than five (5) gallons of fuel, whichever is less and should be taped shut & Battery cable should be disconnected
- ⦿ **Interference with firefighting equipment**
 Displays/exhibits should not interfere in any way with access to any required exit or firefighting equipment (fire pulls, extinguishers, etc). Please check the wall behind your display! Extinguishers need to be brought out front and pulls must be accessible.
- ⦿ **Electric and water**
 Electrical connections and use shall comply with the National Electrical Code (ie. a GFCI connection must be used near water)
- ⦿ **No open flames**

LIABILITY & INSURANCE

Show Management has taken reasonable precautions to safeguard exhibits. However, neither Management nor the Expo Center will assume responsibility for

losses to the exhibitor from theft, fire, damage, or any other cause. Exhibitor is to maintain liability insurance with respect to both property damage and personal injury. As agreed in the contract, exhibitors agree to indemnify and hold harmless Show Management and the Expo Center against, any and all complaints, suits, or liabilities arising out of acts of the exhibitor or his/her representatives, or out of activities within the exhibitor's booth area. Verify with your insurance company if you're uncertain about your coverage.

Exhibitors are responsible for damage they cause to the Expo Center including walls, floors and for labor charges to remove stains or adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount of the damage determined by the Expo Center.

ACORD CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
01/30/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<small>PRODUCER AGENCY NAME 123 MAIN ST BURBANK CA 91502</small>	<small>CONTACT NAME PHONE FAX E-MAIL ADDRESS</small>	<small>AGENT NAME FAX E-MAIL ADDRESS</small>
<small>INSURED INSURED NAME 123 MAIN ST BURBANK CA 91502</small>	<small>INSURER(S) AFFORDING COVERAGE INSURER A: INSURANCE COMPANY NAME NAIC # 12345 INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:</small>	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR. TYPE	TYPE OF INSURANCE	ADDL. SUBR. (RGR, WGR)	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXP. DATE (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY					EACH OCCURRENCE \$ 1,000,000 DAMAGES TO RENTED EQUIPMENT \$ 300,000 MED EXP (Any one person) \$ 10,000
	COMMERCIAL GENERAL LIABILITY CLAIMS MADE <input checked="" type="checkbox"/> OCCUR	X	POLICY NUMBER	01/30/2015	01/30/2016	PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	<small>GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> CLAIM <input type="checkbox"/> LOC</small>					
	AUTOMOBILE LIABILITY					COVERED SINGLE LIMIT (per accident) \$ BODILY INJURY (per person) \$ BODILY INJURY (per accident) \$ PROPERTY DAMAGE (per accident) \$
	UMBRELLA LIAB EXCESS LIAB	OCCUR CLAIMS MADE				EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS LIABILITY					W/ STATUTORY LIMITS <input type="checkbox"/> OTHER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS (LOCATIONS / VEHICLES) (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
Certificate Holder is Also an Additional Insured

Certificate holder is personally insured for the Home & Garden Expo March XX - XX, 20XX

<small>PRODUCER HBA of Western Michigan 5700 W. Michigan Avenue Kalamazoo, MI 49009</small>	<small>CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE</small>
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Exhibitors must provide a minimum coverage of \$1,000,000 with HBAWMI named as coinsured or additionally insured BEFORE MOVE IN DATES. Booth setup will not be permitted without proper coverage.

FLOORING

Carpeting is NOT included in the cost of your booth space. If you would prefer to bring your own flooring, please make arrangements with the Show Manager BEFORE arriving to setup. If you would like to order flooring, please see Exhibitor Kit.

- Flooring is not required.
- All flooring must be neat and clean.
- No frayed edges allowed.
- All edges of carpet must be taped down.



Double sided tape is acceptable.



Duct tape is not allowed to secure flooring.

SIGNAGE



There are no signs included in your space rental.



All linear booths' signs cannot exceed 8' without prior approval.



Signs must be professional. Please, NO handwritten signs. Nothing can be attached to the Expo Center walls.



If you need "S" hooks to hang signs/banners from drapery poles, please see event staff.



NO BANNERS MAY BE HUNG FROM CEILING RAFTERS.

DEMONSTRATIONS & DISTRIBUTION



Displays, demonstrations or distribution of advertising material are not permitted outside the confines of the exhibitor's booth(s). In other words: NO "WORKING THE AISLES." No loudspeakers will be permitted on the Show floor. Small sound amplification systems for captive-audience demos may be used, but the sound must not be offensive to neighboring exhibitors.



Advertisement, exhibit, or promotion may include prices but shall not make price comparisons with competitive exhibitors' products.



No helium-filled balloons may be distributed at any time.



No popcorn machines.

COMP TICKETS

Show Management will provide your company complimentary tickets to the Home & Community Expo for you to give to clients, friends & family, depending on booth size*:

- 4 tickets for MarketKazoo & Tabletops
- 6 tickets for 100-299 square feet
- 12 tickets for 300-599 square feet
- 18 tickets for 600+ square feet

*Complimentary tickets should be used as a general admission ticket and will only be valid only at main entrance. Not valid for booth staff entry at exhibitor door. See Exhibitor Badges & Entry below. You may order additional tickets by completing the COMP TICKET order form.

EXHIBITOR BADGES & ENTRY

Exhibitor badges will be printed with the show logo and "EXHIBITOR" and will be available for at the Exhibitor Entrance at check-in on show days.

On show days, access to the show floor will only be granted at the EXHIBITOR ENTRANCE. See map.

EXHIBITOR ENTRANCE HOURS:

PLEASE NOTE: all exterior doors will remained locked until posted times

Friday 9/23	*9:00 AM
Saturday 9/24	9:00 AM
Sunday 9/25	10:00 AM

*HINT: opens
one hour
before show
times*

All exhibitor staff will be required to check-in before heading to their booth.
*Let Show Management know you plan to setup on Friday morning, to coordinate with the Expo Center, so you will be able to access the exhibitor entrance at 8:00 am.

EXHIBITOR BADGES ARE NOT VALID ADMISSION TICKETS AND CANNOT BE LEFT IN THE TICKET OFFICE FOR WILL CALL.

Access at the front door will only be granted with a paid or complimentary ticket to the show. All others will be denied; this is your customer's entry.



Your Company's complimentary tickets for exhibiting in the show will be available at the Show Office during move-in.

FLOORPLAN / SHOW MAP

KALAMAZOO EXPO CENTER
2900 Lake Street,
Kalamazoo, MI 49048



OVERHEAD DOORS
All large items needing these doors should plan to setup on WEDNESDAY. Booths located in front of these doors will not be able to setup until THURSDAY.



REGULAR DOORS
Not to be used during show days, these doors will remain locked.



PUBLIC ENTRANCE
Per Expo Center Rules, no loading is allowed at front entry. During show days, these doors are to be used by customers only.