

The Builders Show 2023



**Superior Dome
Marquette, MI**

Phone: 906-228-2312

Fax: 906-228-8252

info@upbuilders.org



Friday-Sunday, March 10th—12th, 2023

*To ensure reserving the
same booth as last year,
Reserve by January 1, 2023*

mediaBrew
Communications

**WINDOW
OUTFITTERS**



Sponsored By:



The Builders Show
c/o HBA of the U.P.
3125 Wright Street
Marquette, MI 49855

REGISTRATION INFORMATION
2023 BUILDERS SHOW – MARCH 10-12, 2023

The Home Builders Association of the U.P. invites new and previous exhibitors to be a part of the annual Builders Show. Every spring, thousands of people from across the Upper Peninsula attend the show to see what products and services vendors have to offer. If you're looking to meet new potential customers and take your business to the next level, this is the place to make it happen!

TO REGISTER FOR A BOOTH(S):

Please fill out the *Registration* form enclosed and return it with payment of cash, check, or credit card information to the address provided.

BUILDERS SHOW EXHIBITOR CRITERIA:

Exhibitors must be a construction-related business. Retail companies must bring construction/building/home-related products. If you are unsure whether your business qualifies, please contact the show coordinator.

BOOTH SIZES AND DESIGN:

Booth size and design may vary. Blue enclosure drapes and 110 electric power are included in the booth fee. Back drape panels are 8' high and side panels are 3' high. Exhibitors may construct their own walls, but they must not block the view of adjoining vendors. The middle D booths are 18.43' across the front, 25.46' across the back, 12' along the back corners and 21.11' up the sides. See the map for the booth layout. If you wish to have deeper booth space, please contact the show coordinator.

OUTDOOR DISPLAY SPACES:

Five outdoor display spaces are available at the south entrance of the Dome for \$200 each. Each one accommodates a large company vehicle, a semi-truck, trailer or equipment display. They are available to registered exhibitors only. If more than five businesses want an outdoor space, the Builders Show Committee will choose five by January 15, 2023 based upon various criteria, including types of exhibits, past displays, and adding variety to the show entrance area.

BOOTH AWARDS

There are four Top Booth Awards: Single, Double, Multiple & New Vendor. From those winners, a Best of Show will be awarded who will receive a free single booth in next year's show. All Top Booths will have an opportunity to speak with the press about their business and award-winning booth and will be featured on the Builders Show Booth Awards website page and in social media. Each will receive a plaque to display in their booth all weekend and at their place of business after the show. Start planning early to win! Watch for upcoming information about how to design your booth for maximum results.

CENTER OF THE SHOW DISPLAY:

The main focal point of the Builders Show is the center display booth which can be sized as 24' x 60' x 8' or 36' x 36' x 8'. The approved display must be walk-through and see-through, have floor protection and be fully accessible with 10' wide walking aisles. Preliminary designs must be submitted to the Builders Show Committee for approval by January 1, 2023. If interested, please contact the show coordinators for details.

MERCHANDISE SALES & RAFFLES:

Free raffles and giveaways are encouraged. No cash raffles will be allowed during the show including any games, 50/50 drawings, or selling tickets for non-profits other than those non-profit vendors approved by the Builder Show Committee. A non-profit exhibitor may also accept donations with no ticket/raffle involved.

DEADLINE:

The deadline for 2023 exhibitors to guarantee the same booth as last year is 5 pm on January 1, 2023. New exhibitors booth requests and past exhibitor requests to move and/or expand booths will be taken on a first come/first served basis.

SPECIAL HOTEL RATES FOR VENDORS:

Check www.thebuildersshow.org for the complete list, including hotel amenities as we get closer to the show.

COMPANY LISTING W/LINK ON WEBSITE

Exhibitors and sponsors will be listed on the NEW www.thebuildersshow.org website with a link to their website.

HOSPITALITY ROOM/VENDOR AFTER HOURS:

There will be a hospitality area on the 4th floor media deck where exhibitors can take breaks and enjoy free refreshments. An 'After Hours' for exhibitors only will be held on Friday night at 8 pm in the beer garden. The party is a great time to meet with other businesses in the show. *Sponsorships are available.

PAPERWORK REQUIRED BEFORE BOOTH SET-UP:

After completing the registration form and supplying the required documents, exhibitors will be mailed or emailed a packet which includes their assigned booth number, optional items list, booth worker request list, and other important information which needs to be returned in order to complete the registration.

SET-UP:

Exhibitors can set up between 9 am to 6 pm on Thursday, March 9th and 7 am—3 pm on Friday, March 10th. An overhead door is available as well as a loading dock for semis. Booth teardown is from 2—9 pm on Sunday, March 12th and 7—11 am on Monday, March 13th.

BOOTH CANCELLATION RULES:

Refunds: If an Exhibitor drops from the show after registering, 100% of the booth fee will be refunded before 5 pm on January 31st, and 50% before 5pm on February 10th. After 5 pm on February 10th, no refunds will be given.

BUILDERS SHOW HOURS:

Friday 4-8 pm; Saturday 10 am– 6 pm; Sunday 10 am—2 pm

ADMISSION:

\$6—Adults
\$5—Seniors (age 65 & over)
Free—Children (age 12 & under)

***Consider being a sponsor of
the Builders Show!
Many levels are available.
See the website for details.***

BOOTH LAYOUT MAP:

Go to www.thebuildersshow.org to view.

BUILDERS SHOW COORDINATOR CONTACT INFORMATION:

Sarah Foster, 906-228-2312, info@upbuilders.org
Fax: 906-228-8252; Office Hours: 9:30 am—4:30 pm, Monday—Friday at the Home Builders Association, 3125 Wright Street, Marquette, MI 49855



THE BUILDERS SHOW 2023



October 1, 2022

Registration for the 2023 Builders Show has begun! We want to thank you for being an exhibitor in past years and invite you to join us for the annual Builders Show to be held March 10-12, 2023 in the Superior Dome, Marquette, Michigan.

There are many exciting changes planned for the 2023 Builders Show, including an innovative advertising campaign, and an updated website at www.thebuildersshow.org. As you can see, we dropped the garden in our title and went back to just the Builders Show, because that is what our community has known it as for over 50 years. We did, however, add the Beer Garden! Our children's area will also be returning. You will also have the opportunity to pre-purchase tickets to give to your customers, a maximum of twenty. Please note new items in yellow on your forms.

This year, we are focusing on filling the dome with vendors, live demos, expert guests on industry topics and more! We will be promoting Ladies Night on Saturday as well as opening the Beer Garden, new for the Builders Show this year. See your sponsor form for the sponsor opportunities for that!

The Builders Show offers attendees so much more than information - it is a place where relationships are built, a place where customers can see your products in person and make connections that last. Although many people research on-line before a purchase, it is the face-to-face contact that will make them a customer for life. We believe at the Builders Show that "we are building more than homes; we are building relationships." And as we like to say in the HBA, we are building a better U.P. for you. Let's make that shine through to your customers. The market is shifting and now is the time to put your company in front of the public, even when you are currently busy.

Sponsorship opportunities are available at all levels. To ensure sponsors will receive maximum visibility for their investment, we have partnered with mediaBrew Communications, The Marquette Monthly, TV6/ Fox UP, and www.uppermichiganssource.com to reach the maximum number of potential attendees to the show. Be sure to follow the show on Facebook, Pinterest and Instagram to stay in touch!

We appreciate your involvement with past shows and hope you will consider being a part of the 2023 Builders Show. If you have questions or require additional information, please contact me at the HBA office.

Thank you so much for your consideration.

Sarah Foster, Show Coordinator
Executive Officer

Home Builders Association of the U.P.

906-228-2312, Fax 906-228-8252 and email: info@upbuilders.org

THANK YOU TO OUR MEDIA
SPONSORS



On behalf of the 2023 Builders Show Committee

Thank you to our Major Sponsors who have signed up already:

**WINDOW
OUTFITTERS**



1A	2A	3A	4A	5A
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6A	7A	8A	9A	10A	11A	12A	13A	14A
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15A	16A	17A	18A	19A	20A	21A	22A	23A
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24A	25A	26A	27A	28A
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86A

85A

84A

83A

82A

81A

80A

79A

78A

77A

76A

75A

74A

73A

72A

71A

70A

87A	88A	89A	90A	91A	92A	93A	94A	95A	96A	97A	98A
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113A										99A
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BOOTHS 87 - 113

100D

101D

109A	108A	107A	106A	105A	104A	103A	102A
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207C

114A	115A	116A	117A	118A	119A	120A	121A	122A	123A	124A	125A	126A	127A	128A
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146A										129A
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BOOTHS 114 - 146

130A

131A

132A

144D	143A	142A	141A	140A	139A	138A	137A	136A	135A	134A	133A
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205D

206D

BOOTHS 180 - 206

180A

192A	191A	190A	189A	188A	187A	186A	185A	184A	183A	182A	181A
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147A	148A	149A	150A	151A	152A	153A	154A	155A	156A	157A
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158A

159A

160A

161A

176A	175A	174A	173A	172A	171A	170A	169A	168A	167A	166A	165A	164A	163A	162A
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BOOTHS 147 - 179

178D

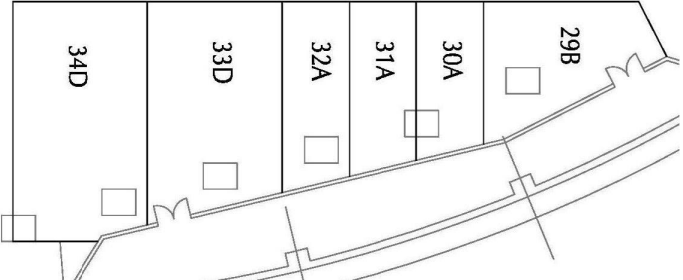
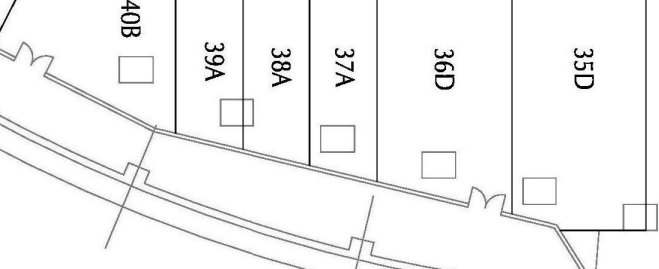
179D

177A

64A	63A	62A	61A	60A	59A	58A	57A	56A	55A	54A	53A	52A	51A	50A	49A	48A	47A	46A
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45A	44A	43A	42A	41A
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68A	67A	66A	65A
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The Builders Show Registration Form

March 10-11-12, 2023

The deadline for 2023 Exhibitors to guarantee their same booth space from 2022 is Jan 1, 2023

COMPANY INFORMATION

Phone: _____

Business: _____ Website: _____

Address: _____ City, State, Zip: _____

Contact Person: _____ Email address: _____

Type of Business/Exhibit: _____

Booth Location Desired: 1st choice _____ 2nd choice _____ or ☐ Check here for same booth(s) as 2022

☐ CHECKLIST ITEM #1 - BOOTH FEES

Booth Type	Size:	Member Rate & Non-Profits*	Non-Member Rate	# Ordered	\$ Total
One 'A' Booth	(12' X 12')	\$ 450.00	\$ 700.00	_____	_____
Two 'A' or One 'B' Booth	(12' X 24')	\$ 810.00	\$ 1,260.00	_____	_____
Three 'A' Booths	(12' x 36')	\$ 1,215.00	\$ 1,890.00	_____	_____
Four 'A' Booths	(12' X 48')	\$ 1,530.00	\$ 2,380.00	_____	_____
One 'D' Booth	(Approx. 24' X 24")	\$ 1,530.00	\$ 2,380.00	_____	_____
Five or more 'A' Booths - each booth		\$ 400.00	\$ 600.00	_____	_____
Center Booth		\$ 3,530.00	\$5,000.00	_____	_____

If you wish to create a deeper booth space, please contact the Show Coordinator

* Discount for Members of the Home Builders Association of the U.P./Non-Profits will be approved by the show committee.

OPTIONAL ITEMS/RENTAL ITEMS

	Cost:	# Ordered	\$ Total
Outdoor Vehicle/Equipment Spaces (Only 5 available, FCFS)	\$ 200.00	_____	_____
220 Electric Power (Needed only for spas, stoves, etc.)	\$ 25.00	_____	_____
Plastic Table Cover & Skirt (Circle: Yellow -- Blue -- Black -- Red -- Burgundy -- White -- Green)	\$ 15.00	_____	_____
Folding Tables (3' x 6')	\$ 6.00	_____	_____
Metal Folding Chairs	\$ 2.00	_____	_____
Jumbo-tron Ad in Dome	\$ 75.00	_____	_____
'Builders Show Raffle' for attendees – see registration information	\$ 100.00	_____	_____
Pre-Purchase Discounted Builders Show Tickets - Maximum of 20	\$3.00 x _____	_____	_____

GRAND TOTAL: _____

☐ CHECKLIST ITEM #2 - AUTHORIZED SIGNATURE HERE :



I ACKNOWLEDGE THAT I HAVE READ THE CONTRACT IN CONNECTION WITH MY APPLICATION FOR BOOTH SPACE AT THE 2023 BUILDERS SHOW , AND I AGREE TO ABIDE BY THE CONTRACT AS A CONDITION OF MY BEING AN EXHIBITOR.

☐ CHECKLIST ITEM #3 - INCLUDE A COPY OF YOUR CURRENT BUILDERS OR CONTRACTORS LICENSE

☐ CHECKLIST ITEM #4 – INCLUDE PROOF OF INSURANCE: An ACORD FORM from your insurance agent listing the BUILDERS SHOW/HBA as an ADDITIONAL INSURED and certificate holder, please use HBA ADDRESS below

☐ CHECKLIST ITEM #5 – FULL PAYMENT: Cash, Check, VISA, MasterCard, American Express accepted

Credit Card #: _____ Expiration Date: _____ 3 Digit Code: _____

SIGNATURE: _____ Billing Zip Code _____

Make check payable to: HBA or Builders Show

Mail/deliver to: The Builders Show, c/o HBAUP, 3125 Wright St., Marquette, MI 49855

Phone: 906-228-2312, Fax: 906-228-8252, email: info@upbuilders.org



INVITATION TO BE A MAJOR SPONSOR

Please consider being a Major Sponsor for the 2023 Builders Show. Not only will your business get the maximum coverage, but you will be supporting the Home Builders Association of the Upper Peninsula in our largest non-dues revenue event.

Your sponsorship will include:

- Your logo on all pages of the www.thebuildersshow.org website, linked to your website
- Your logo in the television commercial and inclusion in radio, print, and email advertising
- Your logo on the bag and program given to attendees at each entrance during the show
- Your logo on the signs at the entrances of the show
- Inclusion in social media event page and exclusive social media posts
- Company logo on the jumbotron in the Superior Dome during the duration of the show
- Interviews with media before and/or during the show
- One free 12x12 booth at the show
- A plaque to display in your booth naming you as a major sponsor
- NEW – 20 free tickets to the show to give to your customers
- NEW - Inclusion in a digital slideshow with only major sponsors, promoted together on social media leading up to the show

As a Major Sponsor, you agree to:

- Pay the \$2,500 sponsor fee when you register, unless otherwise agreed upon
- Do a radio interview to be coordinated with the show coordinator in February or March
- Do a TV interview if time allows, as we are on TV6s schedule so we will push to have them come and talk to you during the show.
- Promote the Builders Show on all of your social media pages, word of mouth, marquees, other advertising you may do.

Sarah Foster, Builders Show Coordinator

Major Sponsor Company Owner or Representative



Sponsorship Opportunities

The Builders Show

March 10-11-12, 2023

Superior Dome, Marquette, MI

MAJOR SPONSOR

Includes:

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\$2,500 _____

EXHIBITOR HOSPITALITY ROOM & COFFEE SPONSOR Includes:

- Your logo on signs in the exhibitor hospitality room, in the elevator, the bottom floor elevator entrance, and during set up by registration.
- Your company will be thanked on the exhibitor info page of the Builders Show website
- Your company will be thanked via social media and in emails to vendors and on the handout that goes out in person on Friday before the show.
- You may put printed material in the hospitality deck

\$200 _____

CHILDRENS AREA SPONSOR

- Your company will be recognized via signage in the Children's Area
- Your company will be thanked on the Builders Show website and social media
- Your company is welcome to donate any swag for the kids area

\$100 _____

BUILDERS SHOW RAFFLE

- Your company will be recognized via signage at every ticketed entrance
- Your company logo on the flyers at each participating vendor booth
- Eligibility for winners to use their certificates with your company
- Your company will be thanked on the Builders Show website and social media

\$100 _____

BEER GARDEN SPONSOR

- Your company logo on signage at the Beer Garden and drink tickets Friday night
- Your company will be thanked on the Builders Show website and social media

\$250 _____

TOTAL \$: _____

COMPANY INFORMATION

Business: _____ Phone: _____

Address: _____ City, State, Zip: _____

Contact Person: _____ Email address: _____

PAYMENT – Cash, Check, VISA or MasterCard accepted

Credit Card #: _____ Expiration Date: _____ 3 Digit Code: _____

SIGNATURE: _____ **Make check payable to: HBA/Builders Show**

Mail/deliver to: Builders Show, c/o HBA, 3125 Wright St., Marquette, MI 49855 Phone: 906-228-2312, Fax: 906-228-8252, Email: info@upbuilders.org

2023 BUILDERS SHOW CONTRACT



BY SIGNING THE REGISTRATION FORM, YOUR COMPANY AGREES TO THE TERMS HEREIN:

1. Reserving a booth is only valid using both the BUILDERS SHOW CONTRACT and REGISTRATION FORM. No verbal reservations are accepted. PAYMENT is due in full at the time of registration.
2. All Exhibitors who are required to have a BUILDERS/CONTRACTORS LICENSE shall provide a copy to the U.P. Builders Show Committee when turning in the BUILDERS SHOW CONTRACT, PAYMENT and REGISTRATION FORM. Failure to do so will result in delaying your booth reservation until it is provided. Businesses which do not require licensing are exempt.
3. Each Exhibitor shall be responsible for their own insurance with respect to property damage, fire and theft, and shall provide Liability Coverage with respect to its booth activities. In addition, each Exhibitor shall supply to the Committee a current INSURANCE CERTIFICATE (*An ACORD FORM – listing the Builders Show/HBA as an additional insured and certificate holder*) at the time of registration stating coverage as listed previously. If it is not provided by that time, the booth reservation will be delayed until it is provided. The Builders Show Committee shall not be responsible for loss or damage to any Exhibitor, booth contents or third party. The Exhibitor agrees to indemnify, hold harmless and defend the Builders Show Committee for any damage or injury resulting from the Exhibitor's exhibit or activities.
4. Refunds: If an Exhibitor drops from the show after registering, 100% of the booth fee will be refunded before 5 pm on January 31st, and 50% before 5pm on February 10th. After 5 pm on February 10th, no refunds will be given.
5. Only one Exhibitor per exhibit is allowed. Booth spaces may not be sublet. An Exhibitor with two aspects to their business may market both businesses in one booth, if both businesses are construction/building related.
6. Booth Set-up: All booths and exhibits must be completely set-up by 3:00 pm Friday of the Show weekend. If an Exhibitor has not set up their booth by 3:00 pm Friday and they have not contacted the Builders Show Committee, their booth is forfeited and may be resold by the Committee. ***The show now starts at 4 pm.***
7. No sound equipment, or sound-making devices which are objectionable, or can be heard outside of each Exhibitor's booth space, will be permitted. Alarm systems may not be activated during Show hours. Live demonstrations of equipment use are permitted with the approval of the Builders Show Committee.
8. Damage done by an Exhibitor to any area of the NMU Superior Dome is the sole responsibility of the Exhibitor. Cost will be determined by NMU and the Builders Show Committee based upon estimates received. Cleanup of individual booth areas is the responsibility of the Exhibitor. **All vehicles used in exhibits must have batteries disconnected and a limit of 10 gallons of gas in their tanks. Plywood mats must be placed under all vehicle tires and under all displays which might cause damage.** In the event it is necessary for the Committee to do any cleanup and/or repair, the Exhibitor shall pay to the Committee all costs incurred which include material and labor.
9. Booth tear-down: Tear-down of booths will not be permitted before 2:00 pm on Sunday. If an Exhibitor begins to tear their booth down before 2:00 pm, a fine of \$100 will be assessed against said Exhibitor, which must be paid in order to be admitted to future shows. If an Exhibitor fails to remove their entire exhibit from the NMU Superior Dome by 11:00 am Monday morning, a fine of \$1,000 shall be assessed as liquidated damages for services rendered in connection with the removal and potential storage of materials. The Exhibitor will be required to tear-down on Sunday for future Shows.

PLEASE READ CAREFULLY! YOU MUST AGREE TO THESE TERMS TO BE AN EXHIBITOR IN THE U.P. BUILDERS SHOW. KEEP THIS FORM FOR YOUR RECORDS.

SIGNATURE IS REQUIRED ON YOUR REGISTRATION FORM!



REGISTRATION INFORMATION - 2023 THE BUILDERS SHOW

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BUILDERS SHOW BUCKS: At the end of each day of the show, we will be awarding one lucky attendee \$500 in Builders Show Bucks, to be used only at participating exhibitors' booths. When the Bucks are redeemed, simply contact the Show coordinators for your \$500 check! It's that easy.

HOSPITALITY DECK/BEER GARDEN AFTER HOURS: There will be a hospitality area on the 4th floor media deck where exhibitors can take breaks and enjoy free refreshments. An 'After Hours' for exhibitors only will be held on Friday night at 8 pm in the beer garden. The party is a great time to meet with other businesses in the show. *Sponsorships are available.

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Friday 4 - 8 pm
Saturday 10 am - 6 pm
Sunday 10 am - 2 pm

SHOW COORDINATOR:

Sarah Foster, Executive Officer, Home Builders Association of the U.P., 906-228-2312, Fax 906-228-8252,

info@upbuilders.org

TICKET PRICES

\$6 – Adults & Students (13 & older)
\$5 - Seniors (age 65 & over)
Free—Children (12 & under)

BOOTH LAYOUT MAP:

View at www.thebuildersshow.org

Hours: 9:30 pm—4:30 pm, Monday—Friday at the HBA office at 3125 Wright Street in Marquette.