



The U.P. Home & Garden Show

Presented by the Home Builders Association of the Upper Peninsula
April 23-25, 2021
Westwood Mall, Marquette, MI



November 1, 2020

Hello vendors! With 2020 being a year of unexpected changes, it is also a year of great opportunity. As a past vendor at the U.P. Builders Show, we hope you will consider continuing your participation as a vendor at the U.P. Home & Garden Show and supporting the Home Builders Association of the U.P.!

This year brings exciting changes to the show - some may be temporary and some will be permanent! The location for the 2021 show will be at the Westwood Mall in Marquette and qualify under state guidelines as a retail shopping experience for home owners! We are still looking at moving back to the dome the following year. The mall will give us the ability to spread out, to allow more vendors in and to allow attendees in for free! We will also be adding a large outdoor area for our vendors with large equipment or products. This year, we are also planning on adding landscaping and gardening to give homeowners those beautiful ideas for Spring!

Vendors at this show will have the opportunity to sponsor a Kids Construction Pack - given out to each child who comes in since there won't be a children's area. Will you have swag in this bag?! We are also continuing with the raffle we did previously where attendees can enter to win \$1,000 a day to spend with participating vendors in the HBA Home Show Bucks Raffle.

One of the great things we get to do this year is involve more of our community who have been hit by the pandemic. Local restaurants and hotels will have the opportunity to get involved and offer specials to vendors and attendees in the show.

Sponsorship opportunities are available at all levels. To ensure sponsors will receive maximum visibility for their investment, we have partnered with local media sources 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 hope you will consider being a part of the 2021 U.P. Home & Garden Show Presented by the Home Builders Association of the U.P. If you have questions or require additional information, please contact the show coordinator at the HBA office below.

In lieu of show cancellation, payments made will be rolled over to a 2022 show.

Thank you so much for your consideration.

Sincerely,

Sarah Foster, Show Coordinator
CEO, Home Builders Association of the U.P.
906-228-2312, info@upbuilders.org

U.P. Home & Garden Show Registration Form

The deadline for registration is February 21, 2021

COMPANY INFORMATION

Phone: _____

Business: _____ Website: _____

Address: _____ City, State, Zip: _____

Contact Person: _____ Email address: _____

Type of Business/Exhibit: _____

Booth Location Desired: 1st choice _____ 2nd choice _____

CHECKLIST ITEM #1 - BOOTH FEES

* Discount for Members of the Home Builders Association of the U.P.

Booth Type	Size:	Member Rate*	Non-Member Rate	# Ordered	\$ Total
One 12' x 12' Booth	-----	\$ 250.00	\$ 350.00	_____	_____
Center Isle 10'x 24' Booth	-----	\$ 400.00	\$ 550.00	_____	_____
Two 12' x 12' Booths	-----	\$ 500.00	\$ 700.00	_____	_____
Three '12' x 12' Booths	-----	\$ 750.00	\$ 1,050.00	_____	_____
Four '12' x 12' Booths	-----	\$ 1,000.00	\$ 1,400.00	_____	_____
Front of Mall Outdoor Vehicle Show Space		\$ 150.00	\$ 150.00	_____	_____
Center Booths 50'x40' (Currently 2 available FCFS)		\$1,000.00	\$1,400.00	_____	_____
Outdoor Spaces 30'x50' (See Info Form)	-----	\$ 550.00	\$ 650.00	_____	_____

OPTIONAL ITEMS/RENTAL ITEMS

	Cost:	# Ordered	\$ Total
Plastic Table Cover & Skirt (Circle: Yellow -- Blue -- Black -- Red -- Burgundy -- White -- Green)	\$ 15.00	_____	_____
Folding Tables (3' x 6')	\$ 10.00	_____	_____
Metal Folding Chairs	\$ 2.00	_____	_____
Bottles of 4 oz hand sanitizer for your booth	\$ 5.00	_____	_____

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 2021 UP Home & Garden 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 U.P.

Home & Garden Show as additional insured and the certificate holder as HBAUP, 3125 Wright Street, Marquette, MI 49855

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

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

SIGNATURE: _____ Billing Zip _____

Make check payable to: HBAUP

Mail/deliver to: HBAUP, 3125 Wright Street, Marquette, MI 49855

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



2021 U.P. Home & Garden Show Contract

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

1. Reserving a booth is only valid using both the U.P. HOME & GARDEN 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. Home & Garden Show Committee when turning in the U.P. Home & Garden 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*) 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 U.P. Home & Garden 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 U.P. Home & Garden Show Committee for any damage or injury resulting from the Exhibitor's exhibit or activities.
4. The number of booth spaces and locations of Exhibitors will be determined solely by the U.P. Home & Garden Show Committee. If an Exhibitor requests additional space and the request is not approved, the Exhibitor has the option to cancel all of their space with a full refund. Once the booth space has been allocated and accepted, money will be refunded according to the refund schedule in the event an Exhibitor withdraws from the Show.
5. 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 March 21st. After 5 pm on March 21st, no refunds will be given.
6. 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.
7. Booth Set-up: All booths and exhibits must be completely set-up by 4:00 pm Friday of the Show weekend. If an Exhibitor has not set up their booth by 4:00 pm Friday and they have not contacted the U.P. Home & Garden Show Committee, their booth is forfeited and may be resold by the Committee.
8. 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 U.P. Home & Garden Show Committee.
9. Damage done by an Exhibitor to any area of the Westwood Mall is the sole responsibility of the Exhibitor. Cost will be determined by Westwood Mall and the U.P. Home & Garden Show Committee based upon estimates received. Cleanup of individual booth areas is the responsibility of the Exhibitor. Small vehicles and equipment are allowed inside the mall as long as they are less than 6 foot wide to fit through the double door entrance of the mall. Larger structures will have to be brought in and put together inside if possible.
10. Booth tear-down: Tear-down of booths will not be permitted before 4:00 pm on Sunday. If an Exhibitor begins to tear their booth down before 4:00 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 Westwood Mall by 5:00 pm Monday evening, 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. ***There will be NO SECURITY after noon on Monday.

IN LIEU OF SHOW CANCELLATION, PAYMENTS MADE WILL BE ROLLED OVER TO A 2022 SHOW.

Note: U.P. Home & Garden Show Committee refers to the Home Builders Association of the U.P.

PLEASE READ CAREFULLY! YOU MUST AGREE TO THESE TERMS TO BE AN EXHIBITOR IN THE U.P. HOME & GARDEN SHOW.

KEEP THIS FORM FOR YOUR RECORDS.



REGISTRATION INFORMATION - 2021 U.P. Home & Garden Show

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, contact the show coordinators.

BOOTH SIZES AND DESIGN: See the registration form for booth sizes, as they vary. Exhibitors may construct their own walls, but they must not block the view of adjoining vendors. *h*

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

OUTDOOR DISPLAY SPACES: \ outdoor display spaces are available outside the front entrance of the mall for \$150.00 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 eight businesses want an outdoor space, the U.P. Home & Garden Show Committee will choose eight on April 1, based upon various criteria, including types of exhibits, past displays, and adding variety to the show entrance area.

COMPANY LISTING W/LINK ON WEBSITE: Exhibitors will be listed on the NEW www.uphomeandgardenshow.org website with a link to their website, email address or social media page.

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 U.P. Home & Garden 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. See the website for past winners!

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 invited by the U.P. Home & Garden Show Committee. A non-profit exhibitor may accept donations with no ticket/raffle involved.

HBA HOME SHOW BUCKS: At the end of each day of the show, we will be awarding one lucky attendee \$1,000 in HBA Home Show Bucks, to be used only at participating exhibitors' booths. When the Bucks are redeemed, simply contact the HBA Office for your \$1,000 check! It's that easy!

SPECIAL HOTEL RATES FOR EXHIBITORS: Check www.uphomeandgardenshow.org for the complete list, including hotel amenities and rates. The list will also be provided to exhibitors after registration.

U.P. Home & Garden Show Hours:

Friday 5 -9 pm
Saturday 10 am - 8 pm
Sunday 11 am - 4 pm

ADMISSION:

FREE FOR EVERYONE

BOOTH LAYOUT MAP:

View at www.uphomeandgardenshow.org

SHOW COORDINATOR:

Sarah Foster
CEO, Home Builders Association of the U.P.
3125 Wright Street, Marquette, MI 49855

PH: 906- 228- 2312

FAX: 906-28-8252

EMAIL: info@upbuilders.org



Sponsorship Opportunities

U.P. Home & Garden Show

April 23-25, 2020 Westwood Mall

Marquette, Michigan

MAJOR SPONSOR

\$2,000 _____

Includes:

Your logo on all pages of the www.uphomeandgardenshow.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 the door 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

Numerous appearances with media before and during the show

A free 12 x 12 booth at the show, if desired, and a plaque to display in your booth

VENDOR SEATING AREA SPONSOR

\$300 _____

Includes:

Your logo on signs at the vendor break area

Your company will be thanked on the exhibitor info page of the U.P. Home & Garden Show website

Your company will be thanked via social media and in emails to vendors

Your company flyers/brochures allowed in the break area/on tables

Company swag also allowed in this break area

HBA HOME SHOW BUCKS VENDOR PARTICIPATION

Each day we will be giving away \$1,000 in HBA Home Show Bucks for a lucky attendee to spend with a PARTICIPATING vendor!

\$50 _____

KIDS CONSTRUCTION PACK SPONSOR

\$100 _____

Your company will be recognized via signage at the Kids Pack Table

Your company will be thanked on the Show website and social media

Your company logo will be on the Kids Pack bags

You are welcome to add any company logo swag to the packs

PINTEREST BOOTH SPONSOR

\$25 per Category

The Pinterest Booth is to give home owners ideas and inspiration. There will be 24 Spots available for your company to showcase a photo in any of these categories: Kitchens, Bathrooms, Decks & Porches, Windows, Entryways, New Homes, Outbuildings, Lawn & Garden to start. Sponsorship is per category, **1 image in each category per vendor.**

____ x \$25 _____

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: U.P. Home & Garden Show**

Mail/deliver to: U.P. Home & Garden Show, HBAUP, 3125 Wright St, Marquette, MI 49855 Phone: 906-228-2312,

Fax: 906-2228-8252, Email: info@upbuilders.org

DEMONSTRATIONS & OPTIONAL ITEMS

U.P. HOME & GARDEN SHOW, APRIL 23-25 2020

SITTING AREAS

There will be two sitting areas for attendees and we are inviting two exhibitors to decorate them. The booths will not need to be manned, and your business cards are welcome in the space. A sign will be made to direct customers to your booth. You will need to submit a design idea to the Show committee. If two exhibitors do not choose to do this, it will be open to all members of the HBA. Let us know below that you are interested and we will contact you with details. Priority will be give to garden and landscaping areas this year.

DEMONSTRATIONS IN YOUR BOOTH

Attendees will receive a program at the door with a demonstration schedule. It will also be advertised on the website and on social media. If you are interested, please describe your live demonstration & list the times you would like to do them:

LADIES NIGHT

Saturday night, April 24, from 5-8 pm will be Ladies Night at the U.P. Home & Garden Show. We encourage giveaways and special demonstrations for the ladies. Please list below what you will have in your booth. **ABSOLUTELY NO SERVING ALCOHOL ON MALL PROPERTY!**

MEET THE EXPERTS/Q & A WITH THE EXPERTS

Do you have a product or service expert that you would like to have do a live meet and greet? List your expert below, the topic they will be talking about, and what times during the show they will speak. This will be listed in the program that attendees will receive at the door.

Company: _____ Phone: _____

Contact Person: _____ Email: _____