

66th ANNUAL



Comprehensive Exhibitor Guide

February 17 & 18, 2018

**Verizon Arena
North Little Rock**

A letter from the President



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Hello,

I want to thank you all for your consideration in investing and/or exhibiting in the 66th annual Home Show, presented by the Home Builders Association of Greater Little Rock. If this will be your first Home Show or your 66th, this comprehensive guide will provide you with plenty of useful information to ensure you have a great Home Show experience!

I have personally been involved with the Home Show for almost seven years prior to my presidency and have reaped the benefits of exhibiting. This year, as president, I was also able to see how your participation directly impacts the success of the event and our industry. If you are unable to sponsor or exhibit, I would like to invite each of you to volunteer for the event. It is an incredible opportunity to see the community members of our industry come together and put on such a great event.

If you have any questions, please see the HBA-GLR contact information at the bottom of this page. The staff will be more than happy to assist you.

Thank you,

Tony Dillon, *The Dillon Group*

HBA of Greater Little Rock

Mailing: P.O. Box 755, N. Little Rock, AR 72115

Physical: 2901 Main St, N. Little Rock, AR 72116

Phone (501) 758-3646 Fax (501) 758-3649

www.hbaglr.com

HBA-GLR Staff

Shannon Smiatek, *Executive Officer*

shannon@hbaglr.com

Courtney Gaston, *Membership and Marketing Coordinator*

courtney@hbaglr.com

•USEFUL LINKS•

[HBA WEBSITE](#)

[REGISTRATION
FORM](#)

[RULES & REGS](#)

What is the Home Show?

The Home Show is the largest, longest running event of it's kind in the state. The Home Show is presented to the public by the Home Builders Association of Greater Little Rock (HBA-GLR) and is boasted as a chance for the public to **connect with the experts**. Last year attendance was over 5,000 people. Our exhibitors, which number over 300, encompass every aspect of the home building and remodeling process. You have the ability to connect with these potential customers as the experts in your industry and showcase your services. This is an excellent opportunity to show customers the upcoming trends for the new year. The popular "Ask the Builder" and "Ask the Designer" booths are returning and are an excellent opportunity to connect with potential clients.

•NEW FEATURES•

"Ask the Agent"*

The "Ask the Agent" area will be an area designated exclusively for member exhibitors who are involved in the processes of purchasing and selling homes in it's entirety (realtors, lenders, title companies, etc..). This will provide the same **expert connections** the show markets towards and the same 1:1 interaction achieved with the "Ask the Builder" and "Ask the Designer" booths, but with a quieter, more appropriate atmosphere. This area will provide a new aspect of marketability for the show and will bring in a new generation and a demographic not previously reached in past Home Shows. This gives you a unique and direct link to customers in need of your services.

ALSO NEW...

online ticket sales•exhibitor incentive opportunities•new investment opportunities•enhanced exhibitor lounge•guest services consierge•larger target audience•high traffic floor plan•new demographic tracking

"Why use a pro?"*

The Home Show will feature a resource area for patrons to see the benefit of choosing an accredited member of the HBA for ALL of their home's needs. This gives important value to *your* membership and will educate the public on the benefits and services the HBA-GLR provides to the community.

Interactive Kid's Corner

The Interactive Kid's Corner will make the Home Show more desirable and easier to attend for families. Parents can bring their child with them to the show and they can participate in an engaging activity related to the industry. Details on this area are still being finalized. Please call Courtney with questions.

Why exhibit?

Simply put, you won't find a better venue or value to showcase your products and services to the consumer public. As a exhibitor, you'll receive the direct benefit of our comprehensive event marketing strategies and will have access to thousands of patrons interested in the industry and services you provide. All booths are 10'x10' and may be purchased individually or at a discounted rate for purchase of multiple. Booths are available to both members and non-members and are classified as "premier" or "standard" based on location and are priced accordingly. Booths are available on the lower and upper areas of the arena. Please see page 11 for mor information on pricing and payment policies.

•NEW THIS YEAR•

Exhibitor Incentive

Our goal is *your* success. In order to ensure you receive the maximum return on your exhibition investment, we wanted to find a way to better track the engagement of each booth. New this year, we will have "secret shoppers" throughout the weekend taking information on overall booth presentation and appearance, how well patrons are interacting with your booth *and* how well those staffing your booth are interacting with potential customers. At the conclusion of the event, you will receive access to this data.

The highest scoring exhibitor will receive ONE FREE BOOTH at the 2019 Home Show!!

(Participation is encouraged, but not mandatory.)

"Ask the Agent"*

To include a broader audience of attendees, the addition of the "Ask the Agent"* area is for those companies and individuals who aid clients in the purchase and/or sale of a home. This area will provide a *limited* number of appropriate *members* a space to connect with clients 1:1. **Space in this area will *not* be sold as 10'x10' booths and will *not* be priced the same. Please contact **COURTNEY** at **501.758.3646** for more information.**

Interactive Kid's Corner

If you have an activity you or your company would like to offer for some or all of the weekend, please contact **COURTNEY** at **501.758.3646** to discuss availability!

Exhibitor "Add-On"s Help us help YOU! We have added several options available as exhibitor "add-ons" to market your company BEFORE the Home Show to further enhance your Home Show experience including customized indoor/outdoor banners and social media promotion. The more the general public sees and hears about the Home Show, the more people will attend the event. Getting your name out as an exhibitor draws potential customers directly to your booth! Read on to learn more!

Exhibitor add-ons:

Indoor/Outdoor Banner

\$150

With this add on, you will receive a professional, customized, 3'x6' indoor/outdoor vinyl banner featuring official 66th Annual Home Show graphics and advertising your company name/logo as an exhibitor. This lets the general public know they will be able to find *you* and *your products* at the show! Signs will be available for delivery or pickup a *minimum* of six weeks prior to the Home Show allowing plenty of time to attract potential customers.

Who might benefit from this add on: A company with a storefront, warehouse, or building with regular foot traffic and/or visibility from the street.

Social Media Promotion

\$40/per feature

The HBA-GLR has thousands of your perspective clients as followers and these numbers are amplified before the Home Show due to our strategic and aggressive marketing approach. With this add on, you will have an on-location live interview and/or product spotlight showcasing a product or service you will be bringing to the Home Show. This gives potential customers a specific reason to visit your storefront as well as your booth enabling a successful Home Show experience. This is a great opportunity to market your company as a source for upcoming trends and hot products. This is an excellent way to start your company's 2018 year off right. Features will begin in January and you may purchase as many of this add on as you like!

Who might benefit from this add on: A company or individual who has a great or unique product or service they will be bringing to the Home Show! This is your chance to show prospective customers the trends of the new year and showcase your company as the place to find them.

Social Media Graphics Package

\$25

The Social Media Graphic Package provides you with professional, high definition Home Show graphics advertising you as an exhibitor. The graphics in this package will contain a variety of sizes of graphics to enhance your Home Show experience. This shows potential customers that you will be present at the Home Show and gives them the chance to come to you! Image sizes will include: Facebook cover photo, Facebook profile photo, Facebook post, Instagram post, and website compatible graphics.

Who might benefit from this add on: Any company or individual with an online presence of *any* kind looking to market themselves as an exhibitor at the Home Show.

Home Show Posters

FREE!

When the public knows about the Home Show, the higher the event attendance, and the greater traffic your booth will have! If you would like to display official signage with information about the Home Show at your business, let us know! These will be available for pickup or delivery a minimum of six weeks before the show.

•If you have questions or if you don't see an add-on that is right for you, contact Courtney at the HBA-GLR office! We want to make sure this is **YOUR** most successful Home Show!•

Who will you reach?

Our most recent Home Show demographics indicate that of the thousands of attendees:

51%

were attending for the first time

57%

female

43%

male

28

Arkansas counties
were represented

67%

lived in
Pulaski, Faulkner, Saline &
Lonoke Counties

average age: 49 years
median age: 52 years
age range: 20 to 81 years

67%

had plans for a remodeling project for the following year

45%

were interested in energy saving changes

20%

were interested in building a new home

2018 Exhibitor Space Application Register Now!

February 17 & 18

Saturday, 9 am – 6 pm

Sunday, 10 am – 5 pm

Verizon Arena

NLR, AR

Please Complete All Applicable Information:

Company Name				
Mailing Address				
City	State	Zip	Phone ()	Fax ()
E-Mail		Website		
Only products and services related to the housing industry can be displayed. Please briefly describe your products or services:				
Authorized Contact			Title	
<p><i>This person will receive ALL of our mailings and must be authorized to commit your company to an exhibit space.</i></p> <p><u>Applicant acknowledges receipt of the Rules and Regulations for the 2018 HOME SHOW and agrees to fully comply. This Application/Contract for Exhibit Space and the Rules and Regulations for the 2018 HOME SHOW becomes a binding contract upon the signature by the authorized representative of the Exhibitor and upon issuance of the confirmation by the Home Builders Association of Greater Little Rock.</u></p>				
Signed by _____			Date _____	
(Authorized Signature Required)				

BOOTH CHOICES

Full consideration is given to booth choices. If unavailable, you will be contacted prior to assignment.

1st _____

2nd _____

3rd _____

4th _____

MAIL APPLICATION & PAYMENT

CHECKS MADE PAYABLE TO: "HBA-GLR"

MAILING ADDRESS

HBA-GLR
PO Box 755
North Little Rock, AR 72115

DELIVERY ADDRESS ONLY

HBA-GLR
2901 Main Street
North Little Rock, AR 72116
TEL: (501) 758-3646
FAX: (501) 758-3649

For HBA-GLR Use Only:

Date Rcvd: _____
Deposit Amt Rcvd: _____
CK/CC# _____
Balance Amt Due: _____
Balance Amt Rcvd: _____
CK/CC# _____
Notes: _____

SIZE AND COST INFORMATION

1. PAYMENTS:

►(Cash/Check) **50% Deposit** REQUIRED with registration application. All Balances must be paid in full by January 31, 2018.

►(Credit Cards) **Full payment** REQUIRED with registration application.

No space assignments will be made unless payment is received.
THERE WILL BE NO REFUNDS AFTER DECEMBER 15, 2017

2. BOOTH FEES (based on a minimum 10' x 10' booth):

►PREMIER (Member) \$995 ►Standard (Member) \$895

►PREMIER (Non Member) \$1295 ►Standard (Non Member) \$1195

***Please note on layout that the asterisk/underlined booth number denotes PREMIER Booth locations. *Please see Rules/Regs for more information.*

◆◆◆ Multi Booth Discount ◆◆◆

20% off 2nd booth, 10% off all additional booths thereafter
(20% discount applied to 2nd booth of equal or lesser value; 10% discount on all booths thereafter)

➔ **ALL EXHIBITORS MUST HAVE GENERAL LIABILITY INSURANCE** ➔
(see item XIII in the Rules & Regs)

please include a copy with your payment and registration form

1 st BOOTH	\$ _____	(full price)
2 nd BOOTH	\$ _____	(20% off)
3 rd BOOTH	\$ _____	(10% off)
4 th BOOTH	\$ _____	(10% off)
5 th BOOTH	\$ _____	(10% off)
TOTAL COST	\$ _____	

*Booths #71, 72, 77, 78, 83, 84, 89 and 90 must have 3 ft drape on both sides of the booth.

DISCOUNT CHART

\$895	► -20%=\$716	-10%=\$805.50
\$995	► -20%=\$796	-10%=\$895.50
\$1195	► -20%=\$956	-10%=\$1075.50
\$1295	► -20%=\$1036	-10%=\$1165.50

TOTAL ENCLOSED

\$ _____

*50% deposit for cash/check

FULL PAYMENT FOR CC*

Full Payment Required with All Credit Card Payments

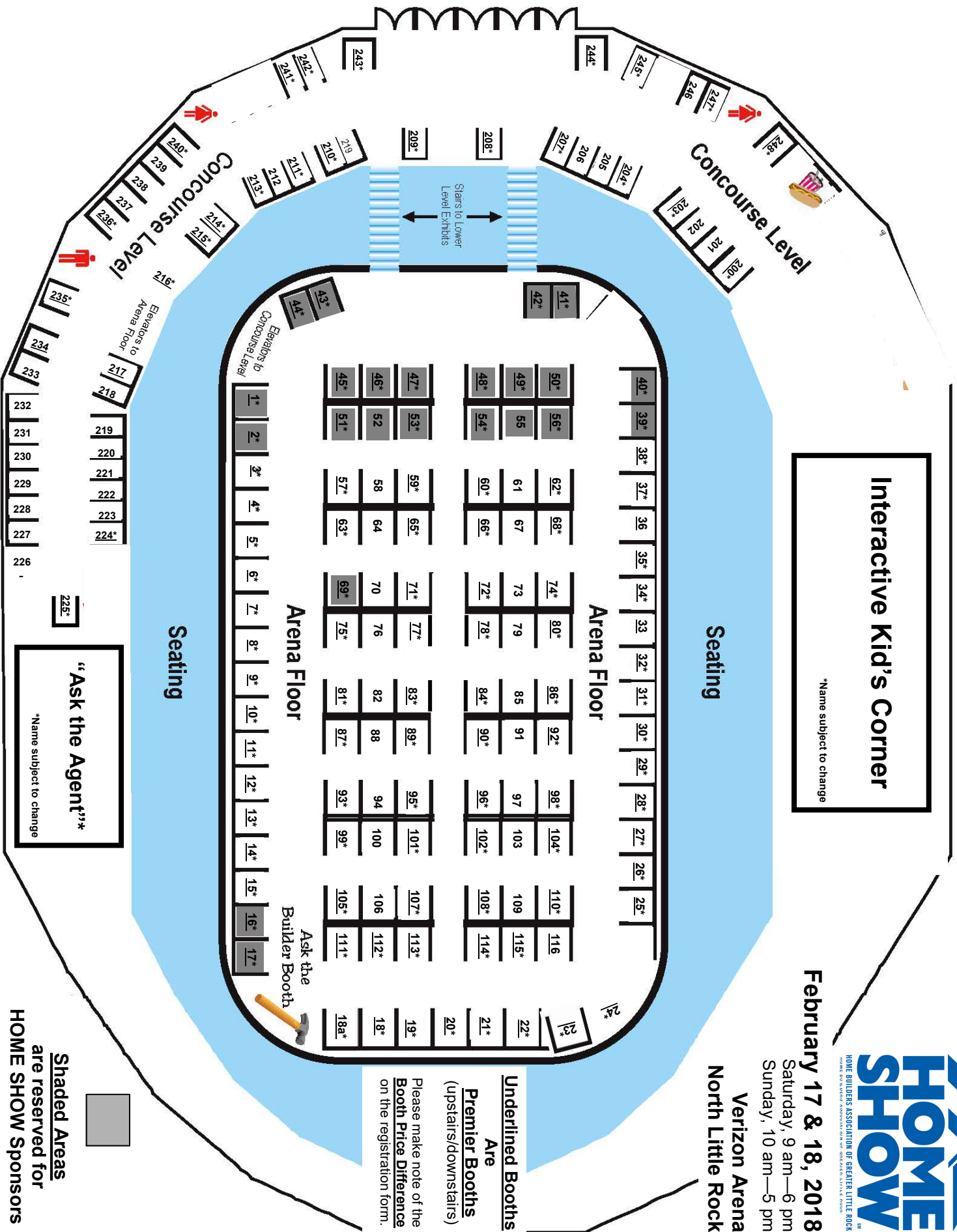
VISA/MC/AMEX # _____ Expiration Date _____ / _____ CVC: _____

Billing Address: _____

Authorized Signature _____ Print Name _____

EXHIBITOR FLOOR PLAN

Main Entrance





Don't miss your Opportunity to exhibit!

February 17 & 18
Saturday, 9 am – 6 pm
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Verizon Arena

2018 RULES & REGULATIONS

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I. Character of Exhibit

- A. It is understood and agreed by each exhibitor that the Home Builders Association of Greater Little Rock (HBA-GLR) HOME SHOW is undertaken by the HBA-GLR (hereinafter "Show Management") primarily to provide a forum for building products and services to HBA-GLR members and consumers. To this end, each exhibitor agrees as follows:
1. To exhibit only products manufactured or distributed by the exhibitor in the regular course of its business, comprising material, equipment, apparatus, systems services, and other component products pertinent to the building industry.
 2. To display such products or services in a manner which is intended to describe and depict the advantages of using such products or services.
 3. **That due to the great number of companies exhibiting similar or related product lines, Show Management cannot guarantee that a company exhibiting similar products (including an exhibitor's competitor) will not be located in a nearby or adjoining booth space.**
 4. That this application becomes a binding contract upon issuance of the confirmation.
- B. Show Management has absolute discretion to exercise the following rights:
1. To prohibit any exhibit or part thereof which, in its sole opinion, violates the agreement described herein or is, in any other way not suitable to or in keeping with the character and spirit of the HOME SHOW
 2. To close an exhibit, which is found to violate this agreement.
 3. To refuse to permit an exhibitor who violates this agreement to participate in one or more future HOME SHOWS by reason thereof.
 4. **To change the floor plan (including but not limited to aisle spaces), without notice, in order to comply with fire, safety and accessibility regulations or provide, in its exclusive judgment, a safer, more satisfactory, attractive and successful HOME SHOW.**

II. Exhibit Regulations

NOTE: In order to provide a well-balanced, well-regulated, attractive, and successful HOME SHOW, no exceptions to the following rules will be permitted. Show Management reserves the right to enforce strict compliance with these Rules and Regulations.

- A. The cost of all exhibit space is specified on the *Exhibitor Space Application* as printed.
- PAYMENT BY CHECK OR CASH** - Each exhibitor is required to pay a 50% deposit, submitted along with application/contract to the Home Builders Association of Greater Little Rock before booth assignments are made. ***All balances must be paid in full by January 31, 2018. PAYMENT BY CREDIT CARD** - Each exhibitor is required to make full payment, submitted along with application/contract to the Home Builders Association of Greater Little Rock before booth assignments are made. Any applications received after January 31, 2018 must be paid in full with cash or credit card.
- ** Please make note of the premier/standard booth price difference when choosing booth locations. Premier booths are designated as end caps or free standing booths upstairs or downstairs and all outer perimeter booths downstairs.**
- B Exhibit space assignment rules: Past 2017 Home Show Exhibitors have their choice of exhibit space on a first-come, first-serve basis through October 30, 2017. Open registration will begin on October 31, 2017, on a first-come, first-serve basis.
- *PLEASE NOTE THAT SPONSORS AND HBA-GLR MEMBERS RECEIVE PRIORITY BOOTH PLACEMENT!**
- C. Show Management reserves the right to refuse space because of unethical or illegal business practices.
- D. Show Management must control all inbound and outbound traffic in loading and unloading areas, in the aisles, or in any other freight traffic patterns. Unloading and loading of displays will be on a first-come, first-serve basis with an assigned date/time and will be under strict supervision of the Show Management. Only authorized vehicles and forklifts will be allowed inside Verizon Arena at any time (i.e. set up, show hours, and move out). All unloading or loading will be from loading dock.
- E. Exhibits must be attractive and clean at all times; and must be in place ready to show prior to the show opening at 9:00am on Saturday, February 17, 2018. Exhibitors not set up by this deadline will relinquish all rights to participate in the HOME SHOW. Payment is non refundable.
- F. **All exhibitors are required to maintain a finished appearance within their booths to a height of eight (8) feet, not to exceed the maximum booth height of twelve (12) feet, including signs. All signs must be hung within the booth space, and cannot face opposite direction.** All Exhibitors have the right to occupy the full cubic content of the contracted exhibit space specified on the Application Contract and the Exhibitor Confirmation.
- G. Each exhibit booth includes drapery for back and sidewalls and one standard company sign. Additional equipment/supplies shall be arranged by the Exhibitor. Any portion of an exhibitor's side walls or back walls that exceeds three (3) feet high must be finished off facing the neighboring booths. Such areas facing the neighbors may not display any company name, logos, or any other advertising. Show Management will install drapery material, at the exhibitor's expense, in such areas, where, in its sole discretion, is deemed necessary.
- H. **Display space is confined to leased area and may NOT extend into aisle area or additional space surrounding leased area. Any exhibitor violating this rule, will be subject to an additional charge.**
- I. Exhibitor shall be responsible for providing booth equipment (carpet, extra lighting and additional tables and chairs, etc.). The Decorating Order Forms from the Official Contractor Services Company will be sent prior to the show.
- J. All electrical must meet the electrical code or availability of electricity will be prohibited – Electrical must be UL Listed per NEC or NFPA (Junction Box is required). ALL TEMPORARY WIRING MUST BE ACCESSIBLE AND FREE FROM DEBRIS AND STORAGE MATERIALS. Exhibitor should note that the use of any 2-WIRE, 7 AMP HOUSEHOLD EXTENSION CORDS ARE STRICTLY PROHIBITED in accordance with the NLR Fire Department Rules. Failure to comply with these regulations will result in Show Management discontinuing power to the booth. Electrical order forms denoting type and cost of service required will be sent in the Exhibitor Packets prior to the show. Electricity needs must be given in advance to BYLITES Inc. no later than January 31, 2018. Orders placed after this date are subject to DOUBLE charges (per BYLITES Inc.).
- K. The use of loudspeakers, recording equipment, television sets, radios, operating machinery, or any other apparatus, which is of sufficient volume to distract neighboring exhibitors, will not be permitted. **Exhibitors using audio systems must keep amplification at a conversational level.** The use of speakers will be permitted only if they are within the confines of the contracted exhibit space and facing inward and not toward the aisles. Adequate sound insulation must be built around the speakers to assure non-interference with neighboring exhibitors. The sound from any and all audio presentations, equipment demonstrations, or any other booth activity must not spread beyond the immediate area of the display. Stages, if used in exhibits, must face the inside of the booth in order to prevent the audience from blocking the aisles. All these regulations will be strictly enforced. Failure to comply with these regulations can result in Show Management suspending the use of the Exhibitor's amplification equipment or discontinuing power to all or part of the booth.
- L. Dispensing or serving of beverages (**INCLUDING BOTTLED WATER**) or food from the booth (with the exception of candy) **IS NOT ALLOWED.** Only booths demonstrating equipment specifically pertaining to food and/or beverages are allowed to serve the food and/or beverage items from their booth. **Popcorn machines or the dispensing of popcorn or peanuts is prohibited in the arena.**
- M. Verizon Arena "Operator" shall be the sole supplier of all food & beverage items for the HOME SHOW. **Due to licensing restrictions, no food (with the exception of candy) or beverages of any kind will be permitted to be brought into or removed from the Arena.**
- N. Hanging or attaching signs or any other booth equipment, materials or lighting from any part of Verizon Arena is not allowed.
- O. Smoke and/or fog-producing machines are not allowed.
- P. Exhibitors will be responsible for providing, at their own expense, any security necessary for their exhibits.
- Q. **Helium Balloons are not permitted at any time.**
- R. Use of water for exhibits (hot tubs, etc) is allowed, but must be requested prior to the Show. Any damage resulting from the use of water will be at the Exhibitor's expense.
- S. Absolutely NO SMOKING IS ALLOWED IN Verizon Arena.
- T. Live animals of any kind (excluding Service Animals) are not allowed in the arena.



Don't miss your Opportunity to exhibit!

February 17 & 18
Saturday, 9 am – 6 pm
Sunday, 10 am – 5 pm
Verizon Arena

2018 RULES & REGULATIONS

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III. Installation and Removal of Exhibits

Complete details regarding the installation and removal of exhibits are included in the Exhibitor Packet. No exhibits may leave the building at any time after installation until the final closing of the Show unless special permission is obtained in writing from the Show Management. No exhibits may be removed from the building until all bills accruing against the exhibitor are fully paid or credit is approved by the creditor. In case of attachments or other legal proceedings affecting the Exhibit, the Exhibit shall forthwith become the property of the Show Management. Exhibitor agrees to indemnify, defend, and hold harmless Show Management, its officers, directors, members, employees, volunteers, and agents from any and all liability, claims, or expenses of any kind whatsoever by third party, including legal fees and costs, arising out of or in connection with any act or omission by Exhibitor in the installation, use, operation and removal of the exhibits causing any property damage or injury to any party.

IV. Contractor Services

Show Management has agreements with contractors (hereinafter "Official Contractors") to various services to exhibitors. These Official Contractors will provide all Show services other than supervision. Exhibitors will provide only the material and equipment that they own and intend to use in their exhibit space. All other items or Show services may be provided only by the Official Contractor or as set forth in the Exhibitor Packet, which contains forms and instructions for obtaining the necessary services. All services not ordered in advance must be procured through the Exhibitor Service Desk, which will be maintained in the Arena. Exceptions to the foregoing will be granted only in cases where Show Management has received a request in writing from the exhibitor no later than January 4, 2018.

V. Subletting Space

No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted to it. Nor shall any exhibitor exhibit therein any other goods, apparatus, material or service that is not manufactured or distributed by the exhibitor in the regular course of its business or allow any other person or party to do so. If it is necessary to use the equipment of another manufacturer, that equipment should be displayed separately, and no advertising of that equipment may be displayed.

VI. Selling

Exhibitors may distribute literature and samples from their booths and orders may be taken for displayed merchandise. Related products/services may be sold from booth location.

VII. Fire Regulations

All exhibitors, service contractors and any other parties exhibiting or working in Verizon Arena must comply with all applicable Federal, State and Municipal building and fire codes, and all exhibits are subject to a Fire Department Inspection. Any questions regarding specific situation should be referred to Verizon Arena. This will enable Verizon Arena to solve any problems prior to the opening of the Show. Material not conforming to such regulations will be removed immediately at the exhibitor's expense.

VIII. Catalogs, Souvenirs, Etc.

Soliciting, polling, interviewing, etc. in any part of Verizon Arena, other than exhibitors' booths, is strictly prohibited, and any person so doing will be required to leave the building. Circulars, catalogs, magazines, folders, and any other matter may be distributed only from within the exhibitor's booth and must be related strictly to the products and/or services on display or directly available from the individual exhibitor. Distribution from booth to booth or in the aisles is forbidden. Strolling entertainment or moving advertisements outside of an exhibitor's assigned space is not permitted.

IX. Care of Building

Verizon Arena Management prohibits any attachments or installation of materials of any kind on the walls, ceiling, columns, floors, or other common areas of Verizon Arena inside or outdoors. Exhibitors may not distribute adhesive-backed decals of any type inside the Arena. Glitter and confetti may not be used or distributed in the Arena. Exhibitors may not mark, damage, or otherwise deface any part of the building or property belonging to Verizon Arena. **ANY SUCH DAMAGE SHALL BE THE SOLE RESPONSIBILITY OF THE EXHIBITOR.** Each exhibitor further agrees to hold Show Management harmless and indemnify Show Management from any claims, losses, or expenses resulting from their breach of this covenant.

X. Payment for Space and Cancellations

The exhibitor specifically recognizes and acknowledges that the Show Management will be harmed if the exhibitor cancels its exhibit space after it has been assigned and confirmed by the Show Management. Any prospective exhibitor leasing space who fails to make the payment required by this agreement or who cancels such space after DECEMBER 15, 2017, shall forfeit all monies paid and all rights in and to the use of the contracted exhibit space. The exhibitor shall have no right to a listing in the Official Exhibit Guide. Show Management shall have the right to dispose of the released space in such way as it may consider in its interests (including re-sale of such exhibit space without any liability on the part of Show Management).

BALANCES ARE DUE IN FULL BY JANUARY 31, 2018. ANY MONEY SENT TO THE SHOW MANAGEMENT AFTER THIS DATE MUST BE IN THE FORM OF A CASHIERS CHECK, MONEY ORDER, VISA, MASTERCARD OR AMERICAN EXPRESS. COMPANY CHECKS WILL NOT BE ACCEPTED.

XI. Refunds

ANY CANCELLATION OF THIS LEASE MUST BE MADE IN WRITING TO SHOW MANAGEMENT. DEPOSITS ARE NON- REFUNDABLE. IF AN EXHIBITOR CANCELS AFTER DECEMBER 15, 2017, THERE WILL BE NO REFUNDS.

XII. Liability

Neither the Home Builders Association of Greater Little Rock, the City of North Little Rock, the Multi-Purpose Civic Center Facility Board for Pulaski County, Arkansas ("Operator"), nor any member of the HOME SHOW Committee, nor their directors, officers, employees, or agents of any of them, shall have any liability for any personal injury to the exhibitor or its officers, guests, agents, or employees, or to any other person in attendance at the Show; or for any damage to or loss of any property of the exhibitor or any of its officers, agents or employees, or of any person in attendance at the Show; whether such injury, damage or loss occurs prior to, during, or after the Show, unless such injury, damage, or loss is the direct result of the gross negligence or willful act of one or more of such parties. The exhibitor, on signing the contract, expressly releases such parties from, and agrees to indemnify, defend, and hold them harmless against any and all claims for such injury, damage, or loss.



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XIII. Insurance

Exhibitor shall, at its own expense, secure and maintain through the term of this contract, including move-in and move-out days, Comprehensive General Liability Insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable). All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph. Proof of Insurance shall be furnished sixty (60) days prior to the Show. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to Show Management, shall be furnished to Show Management sixty (60) days before the first day of the Show. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days notice to Show Management. *State agencies are exempt to the extent insurance is not maintained by such state agency.

XIV. Eventualities

In the event that an event, including but not limited to, acts of God, acts, regulations, or orders of governmental authorities; fire, flood, or explosion; war, disaster, civil disorder (including labor disputes or demonstrations of any kind), acts of terrorism or other violence, curtailment of transportation facilities, or other emergency, makes it illegal or otherwise impractical for Show Management or Verizon Arena "Operator" to provide the facilities or services contracted herein, this Agreement shall terminate without further obligation on the part of any party hereto. In the event of postponement or disruption of the Show for any cause, Show Management shall have no obligation to make a refund to the exhibitor of any deposit or payments received and neither will the Show Management be responsible for any claims whatsoever by the Exhibitor arising out of the postponement or cancellation of the Show. The exhibitor hereby waives any and all claims against Show Management for damages or compensation due to cancellation or postponement of the Show pursuant to this paragraph.

XV. Attendance

Admission to the Show is open to the public. The Association makes reasonable attempts to attract qualified attendees to its Show but does not guarantee specific volumes or levels of attendees.

XVI. Amendments

Show Management, through its Standing Committee on Home Shows and the Home Builders Association Staff, shall have full power in the interpretation and enforcement of all Rules contained herein, and the power to make, from time to time, such reasonable amendments thereto and such further Rules and Regulations as it shall consider necessary for the proper conduct of the Show, provided same do not materially alter or diminish the contractual rights of Exhibitor.

XVII. Americans with Disabilities Act Requirements

Exhibitor agrees to comply with applicable requirements of the American with Disabilities Act and its regulations and guidelines (collectively, the "ADA") and agrees to indemnify, defend, and hold harmless Show Management, its officers, directors, members, employees and agents from and against all claims that may be brought against exhibitor on the basis of exhibitor's noncompliance with ADA requirements. All Exhibitor personnel who may need special assistance or auxiliary aids pursuant to the ADA should contact Show Management as soon as possible.

XVIII. Right of Entry and Inspection

Show Management or its designee shall retain the right and unfettered discretion at any time to enter the leased area occupied by exhibitors and to inspect any material distributed or made available in the leased area.

XIX. Governing Law and Forum

This Agreement shall be governed by, construed and enforced according to the laws of the State of Arkansas. The parties hereby agree to submit themselves to the personal jurisdiction of the courts of Pulaski County, Arkansas, as the exclusive venue for any disputes related to this Agreement.

Notwithstanding anything to the contrary herein, Exhibitor agrees that this Agreement is subject to the terms of a Lease Agreement between HBA-GLR and the Multi-Purpose Civic Center Facility Board for Pulaski County, Arkansas ("Operator"), under which HBA-GLR has leased the premises of which the Show Space herein let is a part. Exhibitor agrees to be bound by all terms and conditions thereof as to the use and enjoyment of the premises.

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