

2012 ST. CROIX VALLEY HBA HOME, REMODELING & GARDEN SHOW!!



MARCH 23RD & 24TH, 2012 FRIDAY 4-8PM, SATURDAY 9-4PM



THE ST. CROIX VALLEY HOME BUILDERS ASSOCIATION SPRING HOME, REMODELING AND GARDEN SHOW GETS A NEW LOOK!!

Sign up today to take full advantage of:

- Prime Booth Selection
- Additional sponsorship opportunities for increased exposure
 - New floor layout with corner booth options
- Onsite advice from the St. Croix Valley Master Gardeners!
- Friday Night Chili Feed with the Hudson Volunteer Fire Dept.
- Saturday highlights seminars and a Fire Truck for the kids!

Special
Guests!

**Special Thanks to
our 2012 Sponsors:**



SHOW LOCATION:

HUDSON SPORTS CENTER
1820 HANLEY ROAD
HUDSON, WI 54016

CONTRACT DEADLINE:
Tuesday, January 31st, 2012

What's new in 2012??

2011 was another great year—thank you to all those who participated, volunteered and attended. We appreciate all your hard work to make your booth and your company stand out. We had nearly 1000 attendees and we anticipate those numbers to grow with the new and exciting events planned for 2012!

This year, after a successful focus group and lots of great input from our vendors and members, we have decided to make some exciting changes to our show, layout, sponsorship opportunities as well as our advertising and marketing of the show. Some of the highlights include:

- New, REDUCED booth rates!
- Discounted rates for double booths
- Additional Sponsorship Opportunities
- Guest appearance from our own St. Croix Valley Master Gardeners
- A chili feed and joint fundraising effort with the Hudson Fire Department featuring the "Touch a Fire Truck" event just for the kids

These are just some of the new additions and opportunities for you and your company to take advantage of during our 2012 Home, Remodeling and Garden Show.

Make sure to register early to get the best booth space available or get prime booth with a major sponsorship slot. Sponsorship opportunities are listed below.

We look forward to another great year and hope to see you at the show!! Of course, if you have any questions, ideas or suggestions, please give Angela a call at the SCVHBA office at 715-796-5377.

★ ★ ★ ★ ★ Sponsorships ★ ★ ★ ★ ★

Major Show Sponsor	<input type="checkbox"/> Major Show Sponsor: this is a great opportunity for you to gain extra exposure for your company. Your company logo and/or name will be listed on the official Home Show Contract, St. Croix Valley HBA website, show program; all printed, radio, cable advertisement (estimated 750,000+ readership); enhanced booth in a premier location for the length of the show and continual acknowledgement in monthly newsletter, The Valley Voice, and at upcoming general membership meetings. The sooner you sign up, the more exposure you receive!! Up to 4 major sponsors allowed ...\$1000 per sponsor OR one, exclusive sponsor for \$3750. First come, first serve.
\$175 Level	<input type="checkbox"/> Home Show Program: your company logo will be placed on the Home Show program that will be inserted into bags at the registration table and given to each attendee (1,500 programs printed) = Sponsorships filled.
\$135 Level	<input type="checkbox"/> Literature Booth: a perfect way to market your company to the public at the show even if you aren't able to exhibit in a booth. The association will provide one table that includes a maximum of 500 marketing pieces from your company that the general public can pick up during the show. 15 sponsors allowed
Concessions Sponsor \$60	<p>The Home Show provides concessions to the general public and exhibitors. We serve a variety of food items, drinks and snacks. We are looking for monetary donations to offset the cost of the food. Separate logo signs will be developed and displayed in the concession area during both days of the show.</p> <input type="checkbox"/> Donated Amount: \$60.00 (please pay along with exhibition registration)
Flower Sponsor	<p>A great eye-catching opportunity!! Exhibitors have the chance to order flowers which include their business card, placed in their booth or around the exhibit floor. If you would like to sponsor this effort, please indicate your order below:</p> <input type="checkbox"/> Flowers for booth: \$15 or 2/\$25.00 <input type="checkbox"/> Flowers placed on floor: \$15 or 2/\$25.00

If you are interested in sponsoring one or more of these great opportunities, please check your desired sponsorship level and return with your completed contract and appropriate payment. Thank you!!

2012 Booth Selection & Payment — Please include payment with contract

Please complete & return this sheet to SCVHBA with payment & certificate of insurance to SCVHBA, 1632 Rolling Hills Lane, River Falls, WI 54022

Company: _____ Contact: _____
 Address: _____ City/State/Zip: _____
 Phone: _____ Fax: _____ Email: _____
 Date submitted: _____ Signature: _____

1. BOOTH SELECTION

I prefer the following booth locations *: Please see booth layout on following page

Booth Choice #1: _____
 Booth Choice #2: _____
 Booth Choice #3: _____

* SCVHBA will make every effort to accommodate booth selection, however we reserve the right to reassign booths without notice to meet special needs and to distance competing companies.

2. ELECTRICAL NEEDS

Please provide your specific electrical needs:

Total Wattage Needed: _____

3. BOOTH DESCRIPTION

Description of Product/Services in Booth: _____

4. BOOTH SET UP TIME

Setup Time Request - circle one

Thursday 3/22	Friday 3/23
Noon—3pm	8am—11am
3pm—6pm	11am—3pm

5. INSURANCE

Certificate of Insurance is REQUIRED with your contract to participate in the Home Show - Please enclose or have your agent fax/email a copy to 888-788-4402 or info@scvhba.com.

PAYMENT INFORMATION—

Booth Selection & Needs —
Note discounts for cash or check payment

Single Booth 

\$ _____ 10ft x 8ft.....\$295 Member / \$275 cash/chk*
 \$450 Non-Member / \$430 cash/chk*

Double Booth

\$ _____ 20ft x 8ft.....\$575 Member / \$525 cash/chk*
 \$900 Non-Member / \$860 cash/chk*

Outdoor Booth

\$ _____\$245 Member / \$225 cash/chk*
 \$400 Non-Member / \$375 cash/chk*

Electricity

\$ _____\$35 per booth / \$33 cash/chk*

Table Rental

\$ _____ 8ftx30" high...\$35 per table / \$33 cash/chk*

Sponsorships

\$ _____ see page 2 for your affordable opportunities!

\$ _____ **TOTAL Amount Due with Contract**

Payment Methods: Cash, Check, Visa & MasterCard

- Checks payable to: The St. Croix Valley Home Builders Assoc.
- Credit Card information:

Name on Card: _____
 Card Number: _____
 Expiration: _____ / _____ Security Code _____
 Card Billing Address: _____

*By signing this contract, I have read and agree to comply by the rules and regulations printed in this contract for the purpose of the St. Croix Valley Home, Remodeling & Garden Show, located at the Hudson Sports & Civic Center. Applicants understand and agree this document constitutes a contract between applicant and the St. Croix Valley Home Builders Association, Inc. producers of the Home, Remodeling & Garden Show. I understand the Home Show Committee reserves the right to decline or prohibit any part of or whole exhibit not in character of the exhibits and to limit the number of like businesses to preserve the balance and variety of the Show. *

OFFICE USE ONLY	Date: _____	Amt. Paid: _____	Check #: _____	Insurance: Yes / No	Booth #: _____
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2012 Exhibition Floor Layout — *Top of page is Main Floor Entrance*

N
E + S
W

WESTconsin
Credit Union

Main
Entry

The Greens-
keepers

Sponsor
Booth

Sponsor
Booth

Emergency Exit

Please
choose
location
based on
electrical
needs:

Row 100
MASSIVE
Electrical
Needs

**Rows
200&300**
Medium
Electrical
Needs

**Rows
400&500**
Low/No
Electrical
Needs

Row 600
MASSIVE
Electrical
Needs

Loading Dock

	X	X	X	X	X
X	X	X	X	X	X
X	207	X	X	X	607
X	208	X	X	508	608
X	209	X	409	X	609
X	X	X	X	X	X
X					X
X					X
112	X	X	X	X	613
113	212	312	412	512	614
114	213	313	413	413	615
X	214	X	414	514	616
X	215	315	415	515	617
	216	X	X	516	X
X					X

~ Walk way
and
tables ~

**Booth size = 10ft wide, 8ft
deep, max height = 8ft**

Rink Depth = 200 feet

{ Rink Width = 85 feet }