

The 31st Annual



2019 EXHIBITOR MANUAL

Show Dates: March 1 - 3, 2019

Location: South Hall 1

Von Braun Center

Huntsville, Alabama



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Thank you for exhibiting in the 2019 Building Home and Remodeling Show! On behalf of the HMCBA, it is my pleasure to welcome you to the 31st annual Spring Home + Garden Show. Planning ahead is the key to your success in the show. This manual will help answer your questions and provide you with important Show information. It contains valuable information including the forms necessary for you to order electricity and other items from the VBC, sponsorship opportunities, move-in information and much more.

The HMCBA staff is looking forward to working with you. We want you to have a successful and enjoyable show. If you have any questions as you review the manual, please contact Theresa Kennedy for additional information at 256.536.2602 or via email at theresa@hmcba.org

SHOW DATES & HOURS:

Friday, March 1st • 1:00 pm - 8:00pm

Saturday, March 2nd • 9:00 am - 7:00pm

Sunday, March 3rd • 11:00 pm - 5:00pm

*NOTE: Exhibitors will be allowed access ONE (1) hour before the Show opens each day. Exhibitors may enter through the main doors or the back doors. Exhibitors must have their show badges for entry - OR YOU WILL BE CHARGED THE ENTRY FEE!

SHOW LOCATION

South Hall 1, Von Braun Center
700 Monroe Street, SW
Huntsville, AL 35801

WEBSITES

Spring Home + Garden Show Website:

www.HuntsvilleHomeShows.com

H/MCBA Website: www.hmcba.org

PHONE NUMBERS

Huntsville/Madison County Builders Association
256-536-2602 (Phone) | 256-536-2657 (Fax)

VBC Exhibitor Department
256-551-2377 (Phone) | 256 551-2221 (FAX for orders)
decorating@vonbrauncenter.com

Event Coordinator: Theresa Kennedy
256-217-4208 (Phone) | theresa@hmcba.org

H/MCBA SHOW OFFICE LOCATION

The H/MCBA Show Office is located across the foyer from the South Exhibit Hall

EXHIBITOR LOUNGE

DATES & TIMES:

Friday, March 1st - 12:00 pm - 7:00 pm

Saturday, March 2nd - 8:00 am - 6:00 pm

Sunday, March 3rd - 11:00 am - 4:00 pm

The Exhibitor Lounge is located in the South Hall Lobby. The lounge will be open during normal show hours for exhibitors to relax, catch up on work, or have lunch and/or dinner. The Exhibitor Lounge will have snacks available all weekend for exhibitors only.

This year, there will be bottled water and snacks all weekend in the Exhibitor's Lounge. If you bring your own lunch or purchase food from the Concessions Stand, you are welcome to eat it in the lounge. This lounge is for EXHIBITOR USE ONLY. Please do not bring visitors or family to the Exhibitor Lounge.

EMERGENCY INFORMATION

In the event of a medical emergency, you should proceed directly to the Show Office (located across the foyer from the South Exhibit Hall). Appropriate authorities will be contacted immediately.



GENERAL INFORMATION

VBC SERVICE DESK LOCATION

The VBC Service Desk will be open for last minute orders during move in only. The Service Desk is located near the loading docks at the back of the South Hall. Prior to the Show, you can contact the VBC Decoration Department at 256-551-2377.

SHOW ATTENDEE DISCOUNTS

Attendees will be able to access a \$1 discount coupon on the show website, HuntsvilleHomeShows.com. This coupon will be heavily advertised in our promotional materials, television and print ads.

DEADLINES & REMINDERS

- Jan. 15 Final Booth Payment
- Jan. 31 Badge Form
- Feb. 7 Insurance Certificate
- Feb. 6 Exhibitor Meeting
- Feb. 9 Social Media Promotion Form
- Feb. 9 ...Deadline to Order Add'l Badges
- Feb. 16 Hotel Reservations
- Feb. 16 Door Prize Form Due
- Feb. 19 Badge Pick-Up Begins
- Feb. 19 Side Drape Removal Deadline
- Feb. 19 VBC Order Discount Deadline
- Feb. 20 Discount Ticket Deadline
- Feb. 22 . Banner/Sign Turn In @ VBC

Liability Insurance Certificate must be turned in PRIOR to move-in. Certificate must name both the Von Braun Center (700 Monroe St. Huntsville, AL 35801) and the Huntsville/Madison County Builders Association (2804 Bob Wallace Ave. Huntsville, AL 35805) as additional insured certificate holders February 25 - March 4. Have your insurance agency forward this to the H/MCBA office. Email: theresa@hmcb.org

THE HMCBA AND THE VBC ARE NOT RESPONSIBLE FOR LOST/STOLEN EQUIPMENT. Please do not leave hand tools, small electronics, etc. unattended in your booth while setting up.

Exhibitors are responsible for cleaning up any debris, tape, etc. which may be used during booth set-up. This must be cleaned up by 10:00 am Thursday, Feb. 28.

Complaints, either by an exhibitor or attendee of the Show, should be directed to Show Management located in the lobby Show Office.

Although the VBC and the HMCBA are not responsible for lost or stolen items from any booth; the Show Office should be contacted immediately in the event items are missing from your exhibit in order that the appropriate authorities can be notified.

Booth Inspections - The H/MCBA will make an inspection of each booth during the course of Move-In as well as final inspections on Thursday, Feb. 28. The HMCBA reserves the right to move/modify exhibits or portions thereof, which in the discretion of the HMCBA are deemed objectionable, in poor taste, or do not meet booth requirements. Failure of the exhibitor to make changes as directed by the HMCBA as soon as notified will result in the removal of the exhibit, or portions thereof, by the Show Management. Any costs incurred will be at the expense of the exhibitor.

Badges - Exhibitor Name Badges will be available for pick up beginning on Monday, Feb. 19th - Friday, Feb. 23rd from 9 am until 3:30pm each day at the HMCBA Office (2804 Bob Wallace Avenue). At the VBC, badges will be available Wed. & Thurs., Feb. 28 & Mar. 1 from 12:00pm - 4:00pm. At the VBC, badges are picked up at the Show Office in the South Hall Lobby. Badges cannot be used by anyone other than exhibitors.

HOTEL ACCOMMODATIONS

A block of rooms behind the South Hall of the VBC. Room rate has been discounted to \$99 per night. Be sure to tell them that you are with the Spring Home + Garden Show to receive the discounted rate. Call 256.512.0188 to reserve your room. Reservations will be available at the discounted rate until Feb. 21

MOVE-IN / MOVE-OUT INFORMATION

MOVE-IN DATES & TIMES

Feb. 25th (Monday) - 8:00 am until 8:00 pm
Feb. 26th (Tuesday) - 8:00 am until 8:00 pm
Feb. 27th (Wednesday) - 8 am until 8:00 pm
Feb. 28th (Thursday) - 8 am until 11 am (In booth set up may continue from 11am until 1pm, however, aisles must be clear.)

* EVERYONE must leave the South Hall by 1pm on Thursday, February 28. NO EXCEPTIONS!

* NO EXHIBITOR WILL BE ALLOWED TO MOVE IN UNLESS THE HMCBA HAS RECEIVED FULL BOOTH PAYMENT AND CERTIFICATE OF LIABILITY INSURANCE AND THE EXHIBITOR HAS NO PAST DUE ITEMS WHICH ARE OWED..

*To ensure a smooth move in, please PRE-ORDER from the VBC.

* If you have banners to be hung by the VBC, they can be dropped off beginning Feb. 18 at the South Hall loading dock between the hours of 8am and 4pm. You may enter this area off of Pollard Street.. Call 256.551.1953 with questions. Banners received after Feb. 22 at Noon are not guaranteed to be hung. Banners must be SEWN, NOT GLUED and have a metal grommet every 3 feet. The VBC will provide the hanging materials.

* Your booth fee entitles you to pipe and drape and one sign listing the company name and booth number(s). ANY OTHER EQUIPMENT NEEDED (TABLES, CHAIRS, ELECTRICITY, WATER, etc.) are the exhibitors responsibility. Feel free to bring those items in on your own or you may contract directly with the Von Braun Center. Use the VBC Order Forms provided to you to order. Please note the VBC deadline for pre-show discount prices is February 18.

* All Booths must be completely set up by 1:00 pm on Thursday, Feb. 28. All aisles must be CLEAR by Thurs., Feb. 28 at 10am; however, you may continue working in your booth until 1pm. At 1pm, everyone must clear the building - NO EXCEPTIONS!

* In the event you need special equipment from the VBC or if the items you ordered are not in your booth when you arrive for move-in, go to the VBC "Service Desk" which will be located in the back of the South Hall near the Freight Doors.

* All persons assisting with your booth must check in with HMCBA at the Freight Doors and receive proper identification to move freely within the exhibit hall. Colored wrist bands will be given to those persons assisting with move-in. Wrist bands must be on at all times while in the South Hall.

* Set up may continue after 8:00 pm each night. However, vehicle traffic will end at 7:30 pm and once you leave the building you cannot re-enter. All booths must be completely set-up by 1pm on Thursday. No exceptions.

* A move-in schedule will be sent via email for your assigned move-in date and time. Move-in times have been determined by booth location on the floor plan. Each booth is located in a specific zone. In most cases, booths farthest away from the loading doors will move-in first and booths closest to the loading doors will move-in last. Do not arrive earlier than the time indicated.

VBC Concessions will not be open during move in f. Exhibitors will receive a discounted rate off of concessions purchases during the show if you show your exhibitors badge.

No vehicles will be allowed in the exhibit area except for unloading on Monday, Feb. 25th and Tuesday, Feb. 26th. Those vehicles must then be moved outside AS SOON AS THEY ARE UNLOADED. THIS WILL BE STRICTLY ENFORCED! REMEMBER, OTHERS ARE WAITING TO UNLOAD TOO! No vehicles will be allowed in the South Hall after Tuesday, February 26!

MOVE-IN / MOVE-OUT INFORMATION

MOVE-OUT DATES & TIMES

March 3rd (Sunday) - 5:30pm until 7:00pm
March 4th (Monday) - 8:00am until 6:00pm

***All items must be removed from the South Hall by 6:00 pm on Monday, March 4th. Any items left will be forfeited to the VBC. The exhibitor may incur sanctions from the HMCBA including being barred from participating in future Shows, exclusion from the booth lottery, and other penalties as deemed appropriate by Show Management. Exhibitors may also incur charges from the VBC for Exhibit Removal.

Items being picked up by other vendors (i.e. helium tanks) must be picked up by 6:00pm on Monday, March 4th.

All items for pick up must be labeled with both your company name and contact AND the name and contact info of the company picking them up.

*** No items can be removed from your booth area prior to 5:00 pm on Sunday, March 3rd! Anyone who removes items from their booth prior to this time will incur sanctions such as exclusion from the booth lottery, fines, etc ***

Vehicles will not be allowed to line up at the freight doors and loading docks prior to 5:30 pm on Sunday, March 3rd.

No vehicles will have access into the South Hall on Sunday, March 3rd; please hand carry items.

Vehicle access begins on Monday, March 4th at 8am.

*For security reasons, it is recommended that all items which can be hand-carried be taken from the building Sunday night.

At 5:30 pm on Sunday, March 3rd, no items, other than those which can be hand-carried, may be removed EXCEPT booths located in the "Last In, First Out Section" at the rear of the South Hall (closest to the Freight Doors). They will be allowed and are required to move out first! All booths located in the "Last In, First Out Section" must have their items COMPLETELY removed by Sunday, March 3rd at 7:00 pm in order for vehicles to enter the South Hall beginning at 8 am on Monday, March 4th.

Neither the HMCBA or VBC will be responsible for any items left behind.

* Please see move-out schedule which will be sent via email for your move-out date and time. Move-out times have been determined by booth location on the floor plan. In most cases, booths closest to the loading doors will move-out first and booths farthest away to the loading doors will move-out last. Do not arrive earlier than the time indicated.

WATCH YOUR EMAIL INBOX FOR MORE IMPORTANT INFORMATION, DEADLINES, AND OPPORTUNITIES.

MOVE-IN / MOVE-OUT INFORMATION

PARKING

NO PARKING BEHIND SOUTH HALL AT ANY TIME. The South Hall parking garage will be open during move-in / move-out at no expense. This parking garage has a low clearance (7'7") – No large trucks, vans, vehicles with racks on top, NO TRAILERS!

During move in, the show, and move out, there will be free parking for all exhibitors in Lot K. NO PARKING IN THE FORMER MEADOW GOLD LOT; IT IS FOR STAGING PURPOSES ONLY & ALL VEHICLES MUST BE OCCUPIED WHILE WAITING TO MOVE IN.

LARGE VEHICLE PARKING DURING MOVE-IN/MOVE-OUT - Larger vehicles will have a place for designated parking during move-in / move-out in Lot K. Neither the VBC or the HMCBA will be held responsible for

any damage or missing items. Lot K will be staffed during show hours.

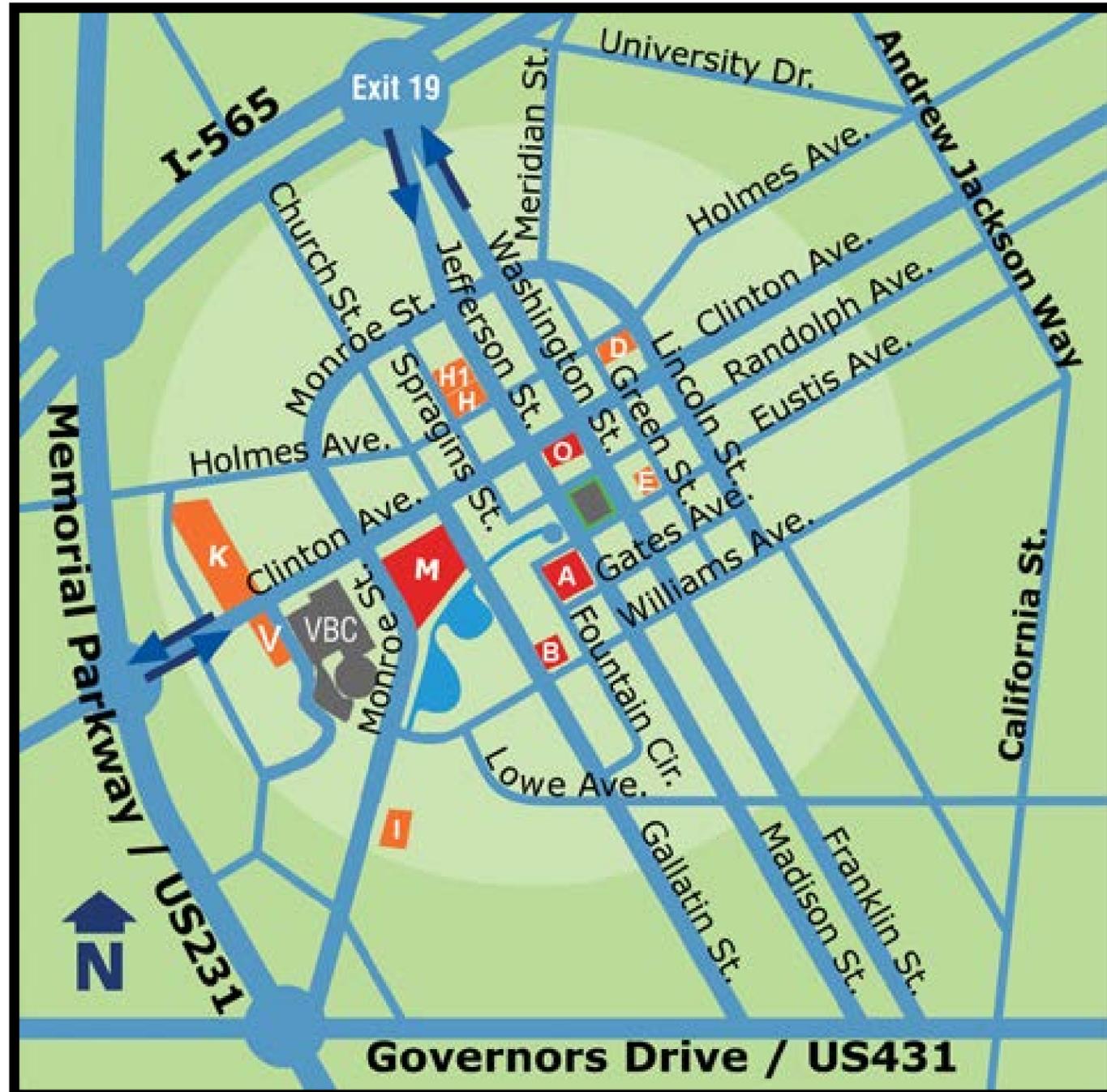
DIRECTIONS

From I-65 (North or South), take Exit 340 to Huntsville I-565 headed East. Travel approximately 19 miles to exit 19-C to Washington Street. Turn right on Washington Street, cross over the bridge to the first traffic light - Monroe Street. Turn right onto Monroe Street and travel to the 3rd traffic light (Clinton Avenue). To reach the South Hall Parking Garage, turn right (west) on Clinton Avenue from Monroe Street. Continue to the next traffic light and turn left on Pollard Avenue to access the South Hall Parking Garage.



PARKING LOT DIAGRAM

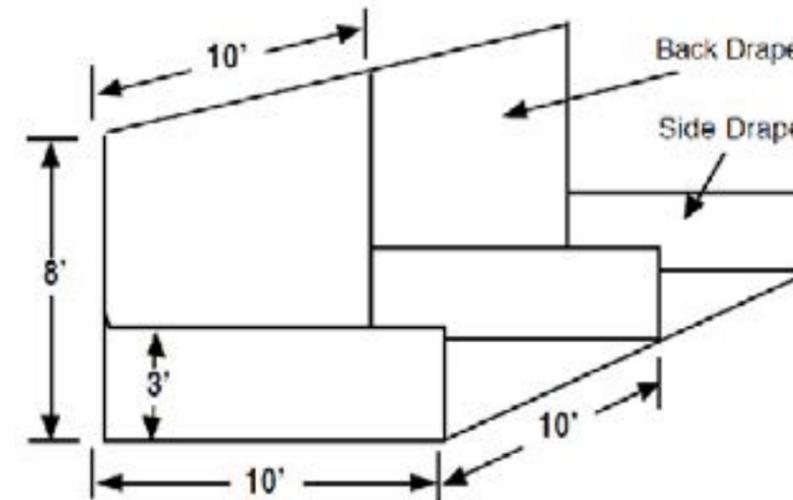
No parking will be allowed at the Meadow Gold lot (Lot V in diagram below) during move in, move out, or during the show. We will allow occupied vehicles to wait there while access to the show floor is being determined. Any vehicle that parks there will be towed at owners expense. Vehicles cannot be left unattended at any time. Should you need to park during move in or move out, you will be directed to Lot K. Lot K will be open for our exhibitors during show hours at no charge.



EXHIBITOR DO'S & DON'TS

Booth Construction

Standard exhibit configuration is 10' square and multiple's thereof. - The sides of each booth cannot exceed 4 feet high and may not extend more than 5 feet from the back wall unless approved otherwise prior to set-up. Display fixtures over 4 feet in height must be confined to the back half of the booth. Sides and back of booth must be "finished" if visible to the public. Display panel backing over 8 feet in height may not bear the exhibitors logo or any other commercial markings that might infringe upon adjacent exhibits. The exhibit must fit within the confines of the booth space and cannot extend into adjoining booths or aisles or disturb booth drapes.



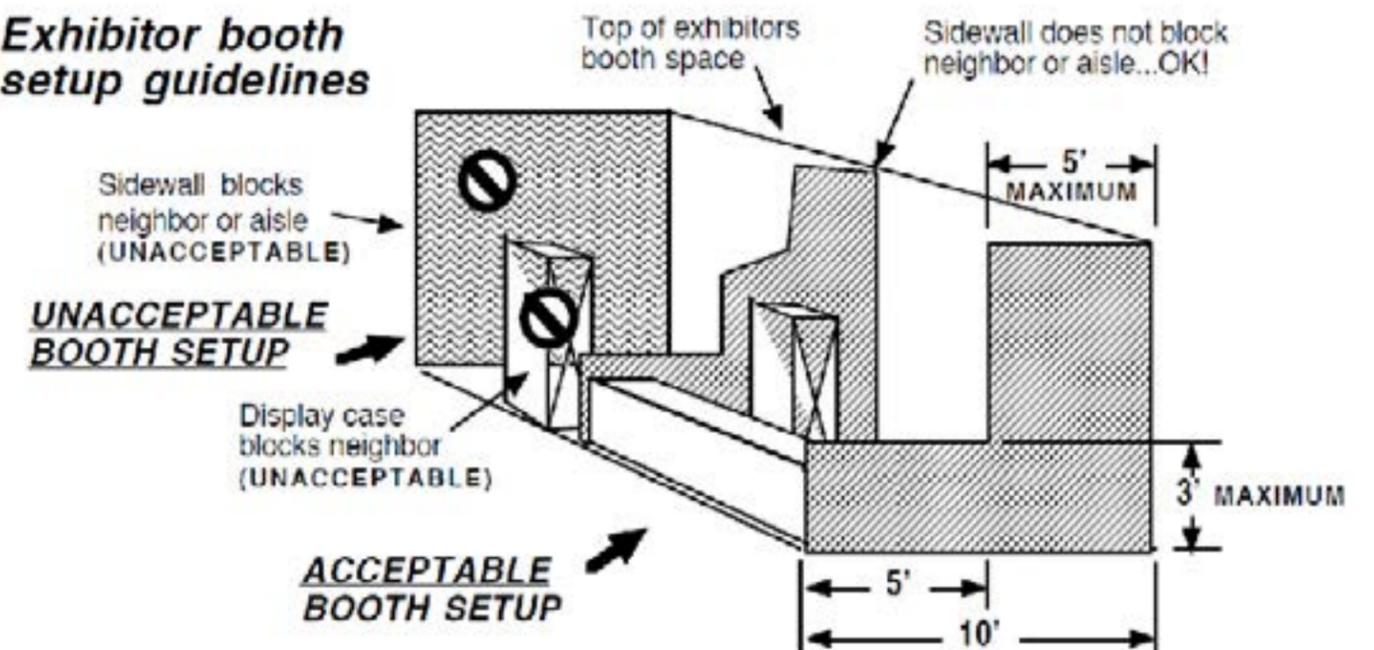
Empty booth prior to exhibitor setup

These are examples of standard 10x10 exhibit booths erected prior to exhibitor setup.

Three foot side drapes may only be removed from the end of a row, next to an aisle.

Please request side drape removal **PRIOR TO THE SHOW** so that the VBC does not pre-set by contacting Theresa Kennedy at theresa@hmcba.org no later than February 18.

Exhibitor booth setup guidelines

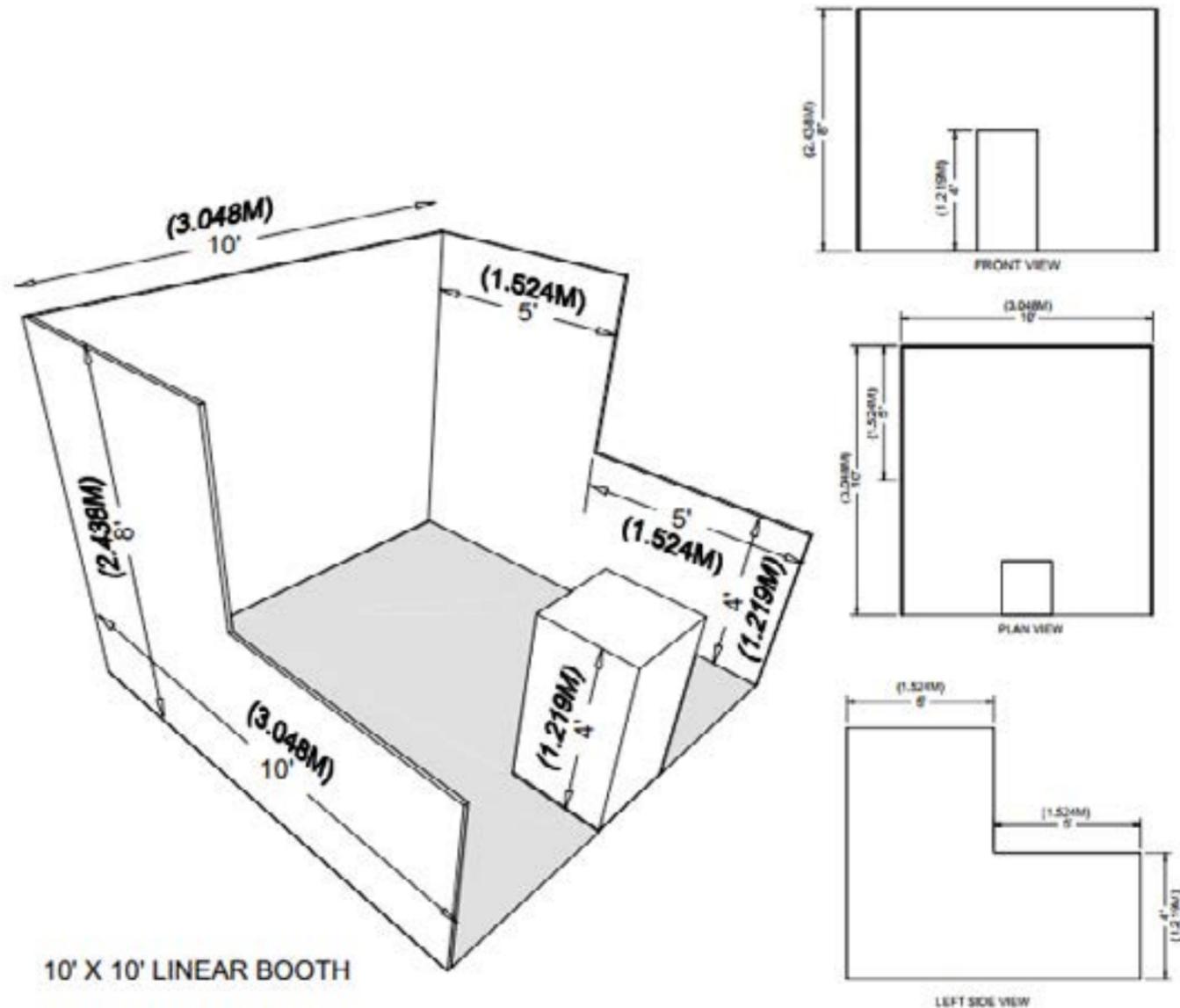


Dimensions and Use of Space- Linear Booth (Diagram Below)

Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft, 10ft by 30ft, 10ft by 40ft, etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.

NOTE: Your pipe and drape will consist of a 10ft wide X 8ft tall (wider for multi inline booths) pipe and drape on your back wall and 3ft tall X 10ft long side pipe and drape for your side walls. The model below shows the area in which you can build in regards to the line of sight. There are not 8' tall X 5' wide walls pre-built into the booth.

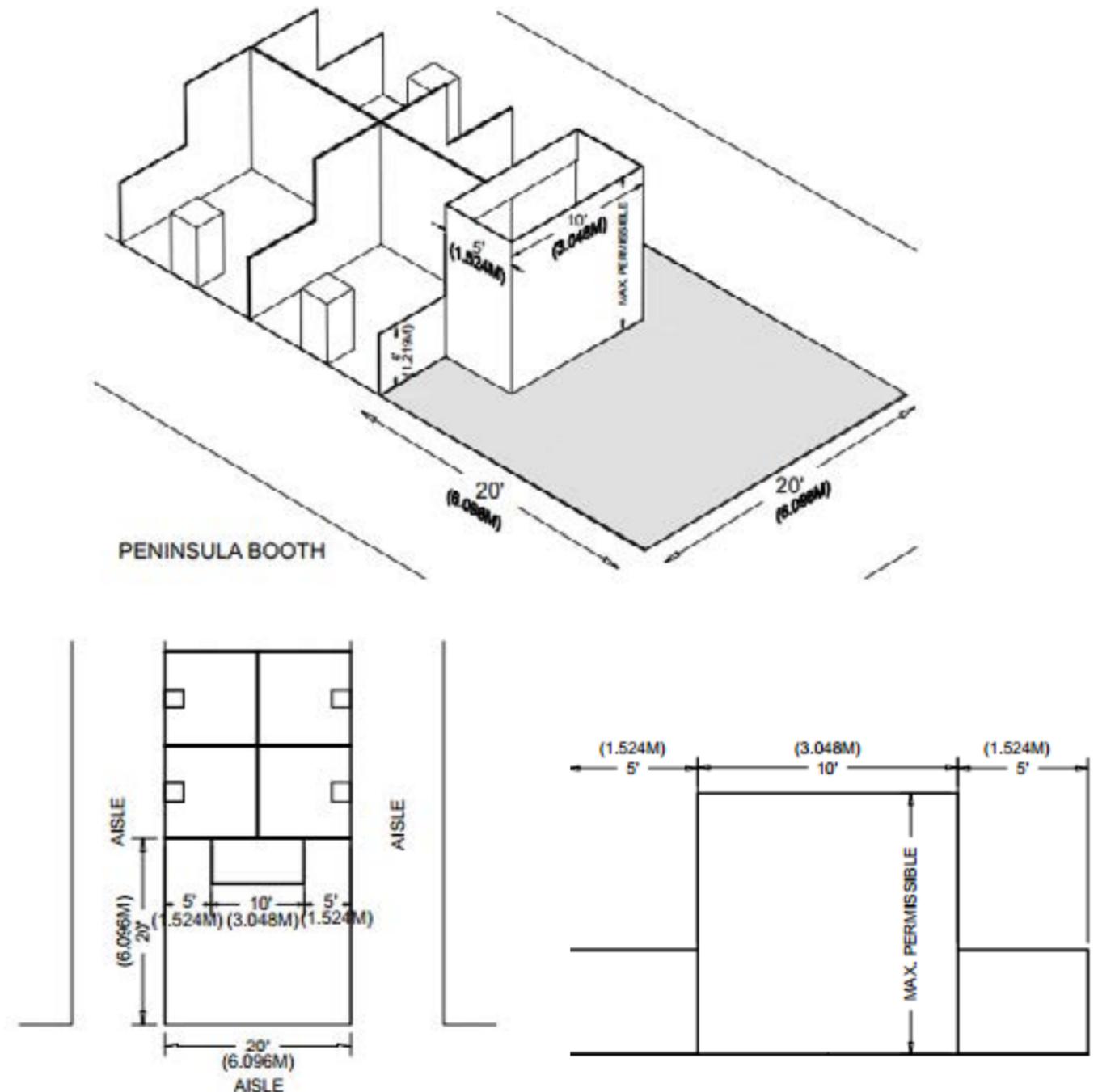
Please contact Theresa Kennedy with any questions regarding booth set up at 256.536.2602 or via email at theresa@hmcba.org.



Dimensions and Use of Space- Peninsula Booth (Diagram Below)

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.” Dimensions A Peninsula Booth is usually 20ft by 20ft or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft high within 5ft of each aisle, permitting adequate line of sight for the adjoining Linear Booths.

Please contact Theresa Kennedy with any questions regarding booth set up at 256.536.2602 or via email at theresa@hmcba.org.

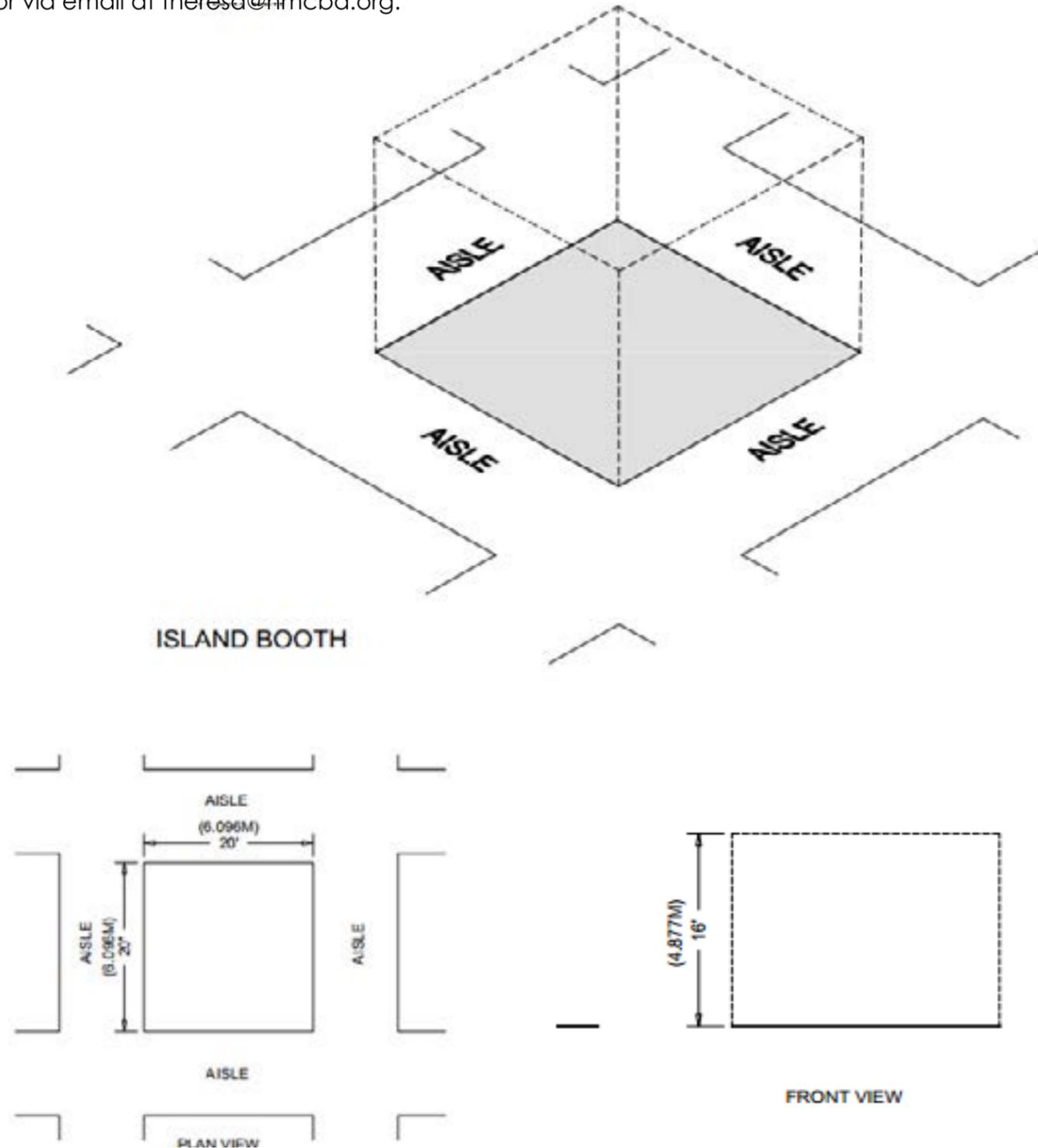


Dimensions and Use of Space- Island Booth (Diagram Below)

An Island Booth is any size booth exposed to aisles on all four sides.

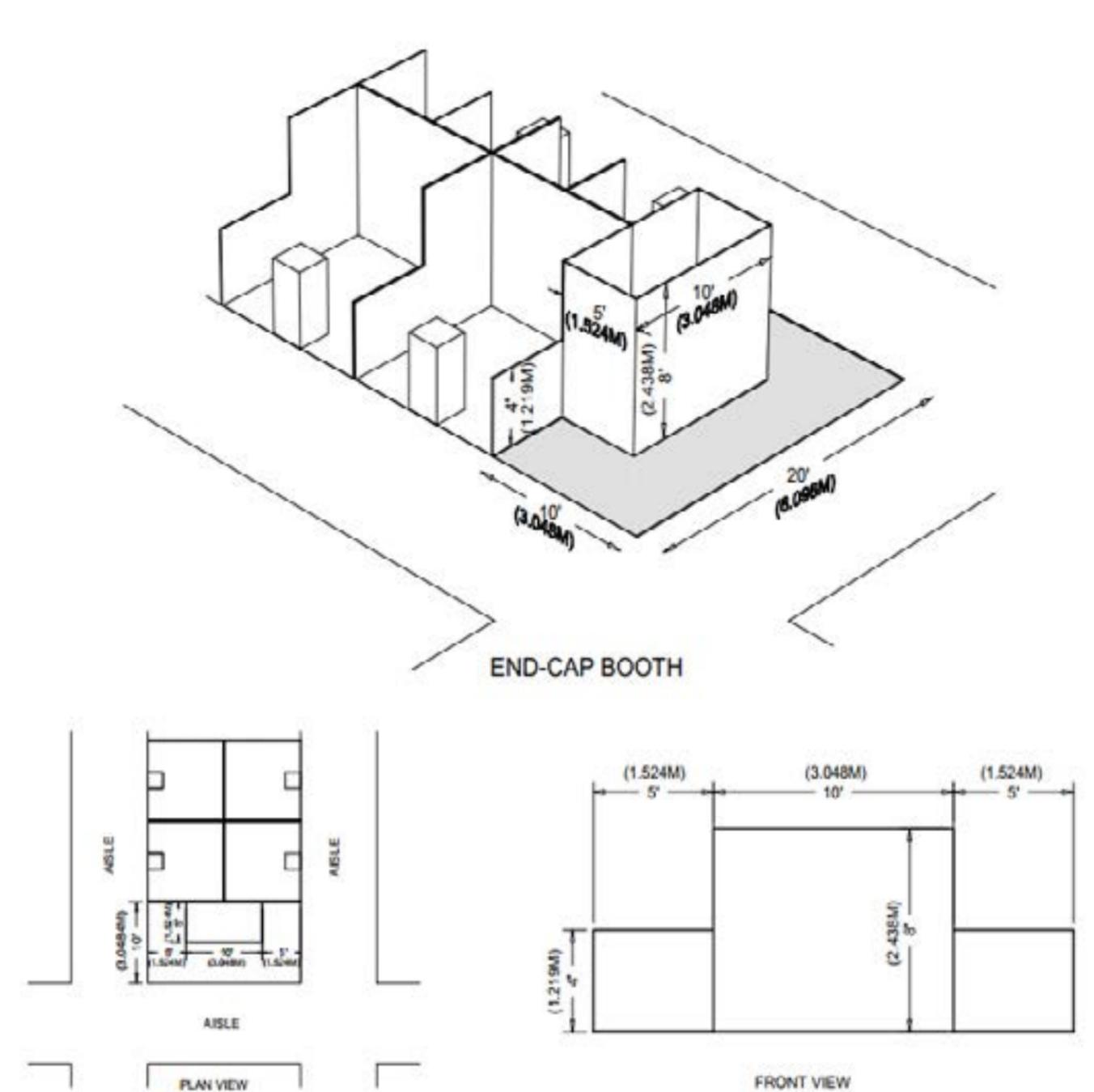
Dimensions - An Island Booth is typically 20ft by 20ft or larger, although it may be configured differently.

Please contact Theresa Kennedy with any questions regarding booth set up at 256.536.2602 or via email at theresa@hmcba.org.



Dimensions and Use of Space- End Cap (Diagram Below)

An End-cap Booth is exposed to aisles on three sides and composed of two booths. End-cap Booths are 10ft deep by 20ft wide. The maximum back wall height of 8ft is allowed only on a 10ft portion that is adjacent to neighboring "in-line" booths. This portion will be centered along the back wall which is 5ft from either aisle. You are allowed to build to a maximum height of 4ft at the two 5ft wings- so as to not block the line of sight for the booth behind your end cap layout. There is a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.



If you have questions about setting up your booth, please contact Theresa Kennedy at 256.536.2602 or via email at theresa@hmcba.org.

EXHIBITOR DO'S & DON'TS

EXHIBITOR RULES & REGULATIONS

Signs & Banners in Booth

All booths must be clearly identified with your company name. Small signs will be provided for each booth. No electronic signs permitted.

Hanging Signs & Banners ABOVE Your Booth

- *Must be professionally made.
- *Must be CLEAN and presentable on BOTH SIDES.
- *Must be SEWN not glued.
- *Must have a metal grommet every 3 feet.
- *Must be 2' shorter than the width of your booth with a maximum of 5' in height.
- *Will not be hung lower than 14' from floor
- *No early delivery of banners; bring them when you move in.
- *Clearly mark name of company and booth on outside of banner.
- *VBC handles ALL hanging – DO NOT do it yourself.
- ***See VBC Service Packet for pricing

Due to the large number of banners, no guarantee is made that your banner will be visible on both sides (if double sided) or that will be visible from any specific point on the show floor.

Smoke / Fog-Machines

Smoke / fog-producing machines may not be used at any time.

Live Animals

Live animals of any kind (excluding Service Animals) are not allowed on the exhibit floor at any time.

Giveaways

No sound making devices may be given away during the Show.

Exhibitors are encouraged to give away door prizes during public admission days. All drawings must be held by Sunday, March 4 at 4:00 pm and a list of all winners must be provided to show management. A list of all door prizes must be registered with Show Management. You can find the form to register your door prize online.

Exhibitor Compliance

The Exhibitor must comply with and be bound by

all laws, ordinances, and regulations of the City of Huntsville, State of Alabama, and Madison County, and wherever applicable, of the police and fire departments.

Soliciting, Catalogs, Souvenirs, Etc.
Soliciting, polling, interviewing, etc. in any part of the VBC other than Exhibitor's booth is strictly prohibited.

Food & Beverages

All food and beverages must be sample size only.

Materials Used in Exhibit

No pine, hay, bark or straw mulch.

Covered Exhibits

Fire extinguishers are required for all covered exhibits (10 lb ABC, must be tied off & visible)

Helium Tanks

Helium tanks are permitted but must have protective valve covers.

30+ lb tanks must be anchored to a permanent structure such as a wall of the VBC

Small table top tanks are fine as stand alone

Machinery

Any machine with an engine that will remain inside the VBC MUST:

- * Have less than quarter tank of gas
- * Have plastic under engine
- * Leave the keys on site with VBC Security
- * Gas tanks must be taped over

Machinery with movable parts must have adequate safeguards to protect the public

Sound Equipment, Music & Product Demos

Must be kept at conversational level. You cannot block aisles with product demonstrations. All activities must be confined to the limits of the exhibitor's booth.

Construction During Move-In

No cutting or sawing of any kind is allowed in the South Hall. Anything causing "dust" or debris is not allowed on location. No mixing of any substrate is allowed.

A. Objective:

The objective of the Spring Home + Garden Show (the "Show") is to provide an educational framework for the dissemination of the newest ideas, technology, and products/services in the housing industry through educational seminars and product displays to the consumer and those persons/companies involved in the residential and commercial construction industry.

B. Definitions As used Herein:

1. "Exhibitor" collectively shall mean the entity or individual that applied for exhibit space and each of its officers, directors, shareholders, employees, agents, contractors, representatives and/or invitees, as applicable.
2. The "Show" shall mean the 2019 Spring Home + Garden Show.
3. "Facility" shall mean the Von Braun Center located in Huntsville, Alabama.
4. "HMCBA" and/or "Show Management" shall mean the Huntsville Madison County Builders Association, Inc., which owns, produces, and manages the Show.

C. Contract: By signing the Application and Contract for Exhibit Space, Exhibitor agrees to abide by these Terms, Conditions, Rules & Regulations and all amendments thereto and decisions of Show Management. The Application for Exhibit Space becomes a binding contract between the HMCBA and Exhibitor upon acceptance by HMCBA.

D. Character of Exhibit: It is understood and agreed by Exhibitor that the Show is undertaken by HMCBA primarily for the education of consumers and HMCBA members who represent all phases of the building industry. To this end, Exhibitor agrees as follows:

1. To exhibit only products manufactured or distributed by the Exhibitor in the regular course of its business, comprising materials, equipment, apparatus, systems, services, and other component products pertinent to the building industry.
2. To display such products or services in a tasteful manner which is intended to describe and depict the advantages of using such products or service.
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 a competitor of Exhibitor) will not be located in a nearby or adjoining booth space.

Show Management Reserves the Right:

1. To prohibit any exhibit or part thereof which, in its sole opinion, violates this Contract or in any other way, is not suitable to, or in keeping with, the character and spirit of the Show.
2. To close an exhibit which, in its sole opinion,

violates this Contract during the course of the Show.

3. To refuse to permit an Exhibitor which, in its sole opinion, violates this Contract to participate in one or more future HMCBA's 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 to provide, in its exclusive judgment, a safer, more satisfactory, attractive, and successful Show.

5. To terminate or interrupt Exhibitor's use of or access to the space as a result of or arising from information possessed or threat(s) received by Show Management or the Facility concerning an imminent danger to any part of the Facility or any occupant or guest therein or in any property immediately adjacent thereto, and Show Management shall not be responsible for, nor have any liability arising from any such termination or interruption of Exhibitor's use of or access to the space. Show Management has absolute discretion to exercise these rights. Provided, however, that the imposition by Show Management of any one or more of the above actions shall not limit in any way other remedies available to Show Management provided elsewhere in this Contract or provided by law.

E. Exhibit Rules & Regulations:

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

1. Booth Size - All booths are 10 x 10 unless indicated otherwise. A minimum of 100 square feet. All space sold in increments of 100 square feet. Maximum of 1,000 square feet of contiguous space will be allowed (10 booths) unless special arrangements are made with HMCBA.

b. Any company with separate non-contiguous locations will be charged based on the number of booths at each individual location and not on the total number of booths.

2. Sides & Back of Booth - The sides of each booth cannot exceed 4 feet high and may not extend more than 5 feet from the back wall unless approved otherwise prior to setup. Display fixtures over 4 feet in height must be confined to the back half of the booth. Sides and back of booth must be "finished" if visible to the public. Display panel backing over 8 feet in height may not bear the exhibitors logo or any other commercial markings that might infringe upon adjacent exhibits. The exhibit must fit within the confines of the booth space and cannot extend into adjoining booths or aisles or disturb booth drapes.

3. Complimentary Tickets - HMCBA Member exhibiting firms will receive THREE (3) complimentary admission tickets per booth up to a maximum of 10 as a membership benefit. Non-HMCBA member exhibiting companies are entitled to ONE (1) complimentary admission ticket per booth up to a maximum of 6.

4. Booth Fee Includes - The booth fee entitles exhibitor to booth drapes (8 feet in height in the rear and 3 feet in height on the sides) and one sign listing company name and booth number(s). Any other equipment needed (i.e., tables, chairs, electricity) are the participant's responsibility and must be contracted with the exhibit service provider. Exhibitor will be provided with order forms which can be mailed directly to the exhibit service provider.

5. Payment, Deposits & Cancellation - A deposit of 50% is required to reserve space and must be paid with completed exhibit space application; deposits are non-refundable. The balance is due and payable by Friday, January 15, 2019. After January 15, 2019, no deposits will be accepted and payment must be made in full for booth space. If Exhibitor fails to make payment as required by this Contract or cancels such exhibit space after January 5, 2019, it shall forfeit all monies paid and all rights in and to the use of the contracted exhibit space. In such case, Exhibitor shall have no right to a listing in the Official Exhibit Guide, exhibitor badges, or any other exhibitor privileges as outlined in this contract and as otherwise may be adopted by the HMCBA. The HMCBA 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 the HMCBA). Exhibit space is not considered reserved until Exhibitor receives written confirmation of space from the HMCBA.

6. Subletting Space - Exhibitor shall not assign, sublet, or apportion the whole or any part of the space allotted to it. Nor shall 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, this includes services the Exhibitor may subcontract out to another party. If it is necessary to use the equipment or service of another party, no advertising of that equipment or service may be displayed unless they are also exhibiting in the Show.

7. Booth Sales - Although there is no advance limit on the number of booths an Exhibitor may purchase, the HMCBA has the right to limit the number of booths if demands so require. Due to the great number of companies exhibiting similar or related product lines, the HMCBA cannot guarantee that a company exhibiting similar products (including a competitor of Exhibitor), will not be located in a nearby or adjoining booth

space. HMCBA reserves the right to limit the number of "like" product displays as it deems necessary.

8. Exhibiting Firms must be a member of the HMCBA or, if not, their product(s) and exhibit must be directly related to the building industry or home related products in order to be eligible to participate. The HMCBA reserves the right to refuse to sell exhibit space to any company.

9. Exhibitors must have a legitimate exhibit in booth areas. Exhibitors are not allowed to set up with only one table and sign to solicit names and prospects. All booths must have representatives in their booth(s) during all Show hours.

10. Right to Modify - The HMCBA reserves the right to refuse to sell exhibit space and to bar, move, modify exhibits, or portions thereof, which in its discretion are deemed objectionable or in poor taste. Exhibitor agrees to make changes as directed by the HMCBA as soon as notified. Failure to do so will result in the removal of the exhibit, or portions thereof, by the HMCBA. Any costs incurred will be at the expense of the Exhibitor. HMCBA reserves the right to change the layout of any booths, at any time, as may be deemed necessary.

11. Sound Equipment, Music & Product Demonstrations - The use of loudspeakers, recording equipment, television sets, radios, operating machinery, or any other apparatus which is of sufficient volume to annoy neighboring exhibitors will not be permitted. Exhibitors using audio systems and/or live entertainment must keep amplification at a conversational level. Failure to do so will result in the immediate discontinuation of all amplification. The use of speakers will be permitted only if they are within the confines of the Exhibitor's 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 or exhibition areas, if used in exhibits, must face the inside of the booth in order to prevent the audience from blocking the aisles. In any event, Exhibitors planning the aforementioned demonstrations must plan them in such a way that the attendees watching the demonstrations do not block the aisles. All these regulations will be strictly enforced. Failure to comply with these regulations can result in HMCBA suspending the use of the Exhibitor's amplification equipment or shutting down power to all or part of the booth. Alarm systems cannot be activated during show hours. All uses of recorded music must be licensed by the American Society of Composers, Authors & Publishers (ASCAP), Broadcast Music, Inc. (BMI) and any other agency responsible for licensing such music. Recorded music includes,

but is not limited to, records, tapes, compact disks, videotapes, or computer presentations with either featured or background music.

12. Exhibitor Signs & Banners - All exhibits must be clearly identified with the company name.

a. The sign provided by the HMCBA must be used unless exhibiting company name is clearly visible.

b. All signs & banners must be professionally made.

c. Absolutely NO Electronic Signage will be permitted.

d. Banners may be hung above the confines of the exhibitor's booth as long as they are 2 feet shorter than the width of the booth and do not exceed 5 feet in height.

Banners:

- Must have a metal grommet every 3 feet or a stitched sleeve.

- Must be 2' less than your booth is wide.

- Must not exceed 5' in height.

- Can not be held together with glue.

- Must be clean and presentable.

- Will be subject to inspection by the HMCBA.

- Due to the large number of banners, no guarantee is made that your banner will be visible on both sides (if double sided) or that will be visible from any specific point on the show floor.

13. Assumption of Risks and Release - Exhibitor expressly assumes all risks associated with, resulting from, or arising in connection with Exhibitor's participation or presence at the BHR Show, including, without limitation, all risks of theft, loss, harm, damage, or injury to the person (including death), property, business, or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, or otherwise. Exhibitor has sole responsibility for its property or any theft, damage, or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. The HMCBA does not accept responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Nor shall the HMCBA be liable for, and Exhibitor hereby releases HMCBA from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

14. Exhibitors are responsible for any damage or claim of damage to the Von Braun Center facility or any other exhibit or exhibitor arising directly or indirectly from use of their booth, including clean-up, repair or cost of defending a claim for damage.

15. Exhibitors Badges - Three(3) exhibitors badges will be issued at no charge per booth up to a maximum of 10. Additional badges may be purchased for \$3.00 each prior to the Badge deadline of January 31, 2019. Exhibitor

badges will have the company name and booth number only. No other badge will be accepted for admittance (i.e. company name badge). In the event an exhibitors' badge is forgotten or lost, the representative will be charged \$5.00 for a new badge. All Non Member Exhibiting firms must pay for any additional badges at time of request. Billing for badges is not an option.

16. Actual occupancy of the Exhibitor's exhibit space by the Exhibitor is required. If the Exhibitor does not occupy the exhibit space by Thursday, Feb 28 at 10:00 am, HMCBA may occupy or cause said space to be occupied as it may deem best for the interest of the Show without in any way releasing the Exhibitor from any liability hereunder. Furthermore, if the Exhibitor does not occupy/ staff the space, all rights of an Exhibitor (such as badges, exhibitors lounge, etc.) will be revoked. All exhibitors/displays must remain staffed and fully intact until 5:00 pm, Sunday, March 3, 2019. Premature dismantling of and/or failure to fully staff said space during the entire Show will result in sanctions being levied and/or refusal to exhibit/ participate in future Shows.

17. A maximum of four (4) representatives per booth are allowed during public viewing hours (i.e., one booth = 4 representatives; two booths = 8 representatives, etc.).

18. Smoke and/or fog-producing machines may not be used at any time.

19. No mulch, bark or pine straw may be used.

20. Live animals of any kind (excluding Service Animals) are not allowed on the exhibit floor.

21. Dispensing or serving of beverages or food from the booth must be done in accordance with the Facilities Rules & Regulations.

22. Fire extinguishers are required for all covered exhibits. (10 lb ABC, must be tied off & visible)

23. The following conduct and activities are prohibited and at the sole discretion of Show Management, may result in termination of the Exhibitor's Contract, and the refusal of applications to participate in any or all future HMCBA Shows:

a. The issuance of a bad check to HMCBA or to any HMCBA affiliate or subsidiary.

b. The failure to timely pay any amount due to HMCBA or to any HMCBA affiliate or subsidiary.

c. The demonstration of financial insolvency, either personally or by one's business entity; failure to pay creditors; declaration of bankruptcy.

d. Criminal activity, including convictions of fraud, crimes of violence, crimes of moral turpitude, any felony, or a sexual offense that results in registered sexual offender status in any jurisdiction.

e. The failure to maintain acceptable decorum at the Show including but not limited to intoxication, substance abuse, possession of illegal substances, theft, vandalism, sexual harassment, threats or violent act toward others.

24. Exhibitor Meeting - There will be an exhibitor

meeting held prior to the opening of the show. The rules, regulations, show activities, and promotional materials will be discussed and distributed during this meeting. All exhibitors will be notified by email and are required to have a representative from their firm attend.

25. Liability Insurance - Exhibitors are responsible for adequate coverage on their booth contents. The H/MCBA nor the VBC is not responsible for any loss or damages. A certificate of liability insurance must be presented to the H/MCBA prior to move-in naming the H/MCBA and VBC as insured parties.

26. Door Prizes/Contests/Giveaways - Exhibitors are encouraged to give away door prizes during public admission days but are not required to do so. No exhibitor will be allowed to use a microphone to give away door prizes. Contests/door prizes/giveaways must be free of any obligation on the part of the winner. Any door prize/contest/giveaway that requires show attendees to be present at a specific location at a specific time are not permitted. Exhibitor represents that it shall comply with all applicable federal, state, and local laws and regulations and any and all applicable rules of Show Management. Show Management reserves the right to review and approve Exhibitor's rules for any contest, sweepstakes, drawing, or giveaway activity it will conduct at or in connection with the Show. All drawings must be held by Sunday, March 9, at 4:00 pm and a list of all winners must be provided to Show Management. A list of all door prizes must be registered with Show Management prior to the show. Winners will not be announced at the show.

27. Exhibitor agrees to abide by decisions, rules and regulations of the HMCBA which may from time to time be formulated, and in the event of any misunderstandings, agree to accept the decision of the HMCBA as final.

28. Any piece of machinery on display that has movable parts must have adequate safeguards to protect the public from injury.

29. The Exhibitor must comply with and be bound by all laws, ordinances and regulations of the City of Huntsville, State of Alabama, and Madison County, and wherever applicable, of the police and fire departments.

30. Demonstrations and all other activities must be confined to the limits of the exhibitor's booth.

31. Exhibitor Parking - Exhibitors are responsible for any parking fees.

32. Booths must be manned at all times during show hours.

33. No tents of any kind are allowed.

34. Collecting or soliciting for money or donations for any charitable organization is prohibited.

F. Indemnification: Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to the HMCBA), and hold harmless the HMCBA, and their respective officers, directors, members,

employees, agents, and representatives, from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees, and expenses which result from or arise out of or in connection with: (1) Exhibitor's participation or presence at the Show; (2) any breach by Exhibitor of any agreements, covenants, promises, or other obligations under this Contract; (3) any matter for which Exhibitor is otherwise responsible under this Contract; (4) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret, or other proprietary right; (5) any libel, slander, defamation, or similar claims resulting from the actions of Exhibitor; (6) harm or injury (including death) to Exhibitor, its officers, directors, employees, agents, contractors, or guests; (7) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance, or otherwise; (8) any contest, sweepstakes, drawing, giveaway or similar activity by Exhibitor; and (9) Exhibitor's noncompliance or alleged noncompliance with the ADA.

G. Limitation of Liability: Under no circumstances shall the HMCBA be liable for any lost profits or any incidental, special, indirect, punitive or regulations, or orders of governmental authorities; fire, flood or explosion; war, disaster, civil disorder (including labor disputes or demonstrations consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall the HMCBA's maximum liability under any circumstances exceed the amount actually paid to the HMCBA by Exhibitor for exhibit space pursuant to this Contract. The HMCBA makes no representations, or warranties, express or implied, regarding the number of attendees to the Show, or regarding any other matter.

H. Force Majeure: If an event, including but not limited to, acts of God, acts, of any kind, acts of terrorism or other violence, curtailment of transportation facilities, or other emergency, makes it impossible, illegal or otherwise inadvisable for the HMCBA or the Facility to provide the facilities or services contracted herein, this Contract shall terminate without further obligation on the part of any party hereto. In the event of cancellation, postponement or disruption of the Show for any cause beyond the control of the HMCBA, the HMCBA shall have no obligation whatsoever to Exhibitor. Exhibitor hereby waives any and all claims against the HMCBA for damages or compensation due to cancellation or postponement of the Show pursuant to this paragraph.

I. Attendance: The HMCBA markets the Show to the general public and members of the HMCBA, but does not guarantee specific volumes or levels of attendees under any circumstances.

J. Right of Entry & Inspection: Show Management or its designees shall retain the right and unfettered

discretion at any time to enter the exhibit space occupied by Exhibitor and to inspect any material distributed or made available in the space.

K. Exhibitor Listings: By participating in the Show, Exhibitor grants to Show Management a perpetual, fully paid, non-exclusive license to use, reproduce, and display its name, trade name(s), and the name(s) of its product(s) and service(s) in any directory or other listing of Show exhibitors in any and all media, including, without limitation, print and electronic media. In no event shall Show Management be liable for any errors or for the omission of Exhibitor from any directory or other listing.

L. Soliciting, Catalogs, Souvenirs, etc.: Soliciting, polling, interviewing, etc. in any part of the Facility other than Exhibitor's booth is strictly prohibited and any person so doing will be required to leave the Facility. Circulars, catalogs, magazines, folders, and any other matter may be distributed only from within the Exhibitors booth and must be related strictly to the products and/or services on display or directly available from the individual Exhibitor. Distribution of wheeled carts is prohibited. Distribution from booth to booth or in the aisles is forbidden, and Exhibitors must confine their exhibit activities to their contracted space. Strolling entertainment or moving advertisements outside of an Exhibitor's assigned space is not permitted unless prior approval is granted by show management.

M. Compliance with Laws and Regulations/Fire Inspection: Exhibitor is responsible for being knowledgeable of and in compliance with all applicable federal, state, and local laws and regulations while participating in the Show and any activities in connection therewith, including, but not limited to, privacy and confidentiality requirements. Show Management has no responsibility for Exhibitor's compliance with applicable laws; compliance with applicable laws is mandatory and is the sole responsibility of the Exhibitor. Exhibitor and all of its service contractors and any other parties exhibiting or working in the Facility must comply with all applicable federal, state and municipal building and fire codes, and all exhibits must pass Fire Department inspection before opening date. Any questions regarding specific situations should be referred to the Facility's Event Services Department. This will enable that Department to address any problems prior to the opening of the Show.

N. Photography/Videos: Due to the sensitive nature of new products and unique booth displays at the Show, photography and/or video recording of any booths by any attendee/Exhibitor personnel other than the Official Photographic Contractor for those booths is prohibited. Exceptions shall be made only when advance written permission is obtained from Show Management, from the Exhibitor whose booth/product is to be photographed/video taped, and from all individuals to appear in the photograph or video.

O. Installation and Removal of Exhibits: If Exhibitor or its representative has an outstanding balance of

any type payable to HMCBA, it will not be permitted to install or set up its exhibit. Complete details regarding the installation and removal of exhibits are included in the service package which will be available at the Exhibitors Meeting. No exhibits may leave the Exhibition at any time after installation until the final closing of the Show unless special written permission is obtained in advance from Show Management. No exhibits may be removed from the Facility 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 Show Management.

P. Americans with Disabilities Act Requirements: Exhibitor agrees to comply with all applicable requirements of the Americans with Disabilities Act, its regulations and guidelines (collectively, the "ADA") and without limiting the foregoing, agrees to construct its exhibit in compliance with the ADA. All of Exhibitor's workers who may need special assistance or auxiliary aids pursuant to the ADA should contact Show Management as soon as possible.

Q. Security: Security will be provided to patrol during and after show hours. Exhibit hall must be vacated within one-half hour after show closing. No one will be allowed in the Facility except during posted hours for move-in, move-out, and during the show. While security is available during both move-in and move-out hours along with show hours, management is not responsible for theft or damage of property.

R. Product Demonstrations - Companies/exhibitors who perform demos in their booths must purchase enough square footage to provide space within their booth for consumers to watch or participate in demos. Consumers cannot watch the demos from the aisle.

S. Amendments/Additional Rules and Regulations: Any and all matters pertaining to the Show that are not specifically addressed in this Contract shall be subject to determination by Show Management in its sole discretion. Show Management shall have full power in the interpretation and enforcement of all matters 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 or desirable for the proper conduct of the Show. Any such additional rules and regulations are an integral part of this Contract and hereby are incorporated into this Contract by reference. Exhibitor shall adhere to additional rules and regulations once they are communicated to Exhibitor and in the event of any misunderstanding, agree to accept the decision of the HMCBA as final. This Contract, including any additional rules and regulations Show Management, states the entire agreement of the parties with respect to its subject matter.

T. Booths in the prefunction area (lobby) of the South Hall cannot hand out bags to consumers

ADVERTISING & PROMOTIONAL OPPORTUNITIES

Promotional & Sponsorship Opportunities

There are several ways to gain even more exposure at the Spring Home + Garden Show this year. We feel confident that your association with the Show will be an effective promotion and marketing strategy for your company this year, and for many years to come. Exceptional opportunities are available for sponsorships, seminar presentations, and display advertising. We have also included information that will help you maximize your advertising dollars.

Here are some other ways to maximize your visibility at the Building Home and Remodeling Show.

The Show website, www.HuntsvilleHomeShows.com is a great place where attendees can find your company information. Be sure to input your company information while filling out your booth contract, so that the public can contact you. This feature will remain live for 10 months and is an easy and effective way to connect with the public.

Tag your regular advertising with #SHG2019 Promote the show in your store.

Include show information in your monthly billing statements.

Include Show information on your store marquee or signage.

Put a link to the show website on your website.

Like our Facebook page (HMCBA) and post on it about the Show!

To receive a copy of the Building Home and Remodeling Show logo for use in your own advertising, please contact Theresa Kennedy.

256.536.2602 | theresa@hmcba.org

Show Advertising:
What the HMCBA is Doing:

Targeted Digital Advertising

Outdoor Billboards

Radio

Television

Official Show Website
www.HuntsvilleHomeShows.com

Live Interviews & Remotes

Social Media

Tagging all posts with #SHG2019



[Don't forget to check out the separate Marketing Opportunities document sent via email!](#)

TIPS FOR SUCCESSFUL TRADE SHOWS

8 Tricks of the Trade Show

www.inc.com - Written by Drew Gannon

1. Be on the offense, not the defense.

Some companies who think of trade shows as an expense attend to defend their turf from new competition. Others see trade shows as investments: Those are the companies that end up building real relationships on the floor. "Don't just buy space and expect miracles because that's like Russian roulette," says trade show coach Susan Friedmann. "Maybe you win, maybe you won't. It's an expensive exercise just to find out it doesn't work." In order to make your trade show experience an investment, set measurable objectives before the event and stick to them.

2. Focus on quality over quantity.

"People have this idea that a successful trade show is one where you have 10,000 people walking past your booth," says Malcom Gilvar, vice president of sales for the Trade Group, a trade show design and consulting service. "But that can be a barrier to your success." Getting the right kind of traffic to your booth starts before the trade show, with pre-show activity such as e-mail blasts or marketing campaigns. "Define who you want to come to your exhibit and target them specifically," Gilvar continues. "If people did nothing but that, it would be an amazingly successful event."

3. Strut your (new) stuff.

Showing something new to your customer is an easy way to succeed at a trade show "only shows aren't exactly timed to fit with the launch of your new product or service. You can circumvent this in two ways. First, try promoting an established product you've never featured before. Or, if you have a new prototype, feature it digitally. "You have to make your product fit with the timing of the trade show," says Peter Stevenson, president of Realtime Technology, a 3D visualization company that designs models for trade shows. "That's the beauty of digital information."

4. Let them play.

Putting customers in an industry trade show is like putting kids in a candy store: they're going to want to touch things. So let them. Monster.com engages its trade show audiences by creating a booth entirely out of touch screens. "They don't have to wait for a guided demo," says Phil Cavanaugh, Monster.com's vice president of events. "They can approach our product right away." For companies with more limited funding, iPads simulate the same interaction, says Stevenson: "You put three or four on your stand and people will pick them up."

5. Train early and often.

"The No. 1 thing people remember about your exhibit isn't the great graphics, it's the staff," says Gilvar. Even the most experienced or dynamic staff needs training before each trade show they attend. "I have no doubt companies' sales staffs are terrific at doing what they do every day. But a well trained staff is the most important part of your trade show experience." Make sure your staff understands and agrees with the trade show objectives before attending""and offer refreshers on both goals and manners once there.

6. Throw away the stress balls.

Giveaways are a point of contention for veteran trade show attendees. For some, it's a valid reminder of your brand. For others, it's a waste of money. Whichever camp you fall into, make sure any freebie serves a purpose. "I'm hoping the heyday of stress balls has come and gone," says Cavanaugh. "We still believe in giving people something tangible to walk away with, but you want something beyond the useless tchotchke." If you do use a giveaway, think critically about how that item represents your product or your company.

7. Watch out for spies.

Trade shows provide the perfect environment for espionage. You and your competition are in close quarters for several days, each demonstrating the best or newest features of your product or service. Take some time to size up your competition. And more importantly, make sure you know your competition is sizing you up as well. "If they come to the booth in disguise, they often give themselves away by being too clever," Friedmann says. "They ask questions the average person won't ask." Ensure your staff has enough observational savvy to distinguish these plants from ordinary customers.

8. The Show's not over.

When a show is almost over, the crowds have dwindled, and energy is drained. But you couldn't be more wrong if you think your job's over. "Somebody who is really serious is walking around the show floor because they know they can spend more time with you when you're less busy," says Friedmann. "If you look like you're waiting for the minute to tick by, this person is going to ask: 'Is this someone I want to do business with?'" Staying energized and engaged until the trade show is officially over (or longer) proves to customers that you are a company committed to the trade show""and to their business.

19 Ways to Integrate Social Media into your Next Tradeshow or Event

www.vimm.com - Written by Jackie Kaufenberg

Integrating social media into your tradeshow and event marketing plan is a great way to enhance your company's next tradeshow presence. As a Certified Tradeshow Marketer (CTSM), I have promoted and exhibited at more tradeshow than my family has fingers and toes! But now as a Social Media/Community Manager, it is fun to integrate the two worlds together. Here are some ideas on using social media to connect with your prospects, customers and show attendees before, after, and during your events for optimal results.

Pre-Show Social Media Marketing

1. Find out what the tradeshow's official hashtags are for the show, and start following it 2-4 weeks prior to the show to learn trends and connect with key players. Use the hashtag and promote how you will be at the show on Twitter. Consider creating a hashtag specific to your company or campaign.
2. Often new products or services are introduced at trade shows. Create a teaser video on YouTube to share prior to the show.
3. What is the incentive to get people to the show at your booth? Share a photo that will get them excited and entice people to come check it out.
4. Do you have LinkedIn connections that you would like to personally invite to your booth or maybe have a lunch meeting with? Go ahead and send them a personal LinkedIn message and ask to connect in person at the event.
5. Create a landing page on your website specific for the show or event. This will be a great way to direct your booth visitors directly to information that pertains to them and have measurable web statistics as well.
6. Is your company sponsoring an event or a speaker at the show? Be sure to promote your involvement to your followers to the special event or seminar ahead of time via social media.
7. Connect with industry specific media contacts via Twitter or LinkedIn, and ask them to stop by your booth to see new products, attend a seminar you are speaking at, or consider writing about XYZ story idea. Press contacts will like having many photos and story ideas to write about and tweet about.
8. Holding a VIP Party or other special event? You could create a Facebook event pre-show to invite people and create some buzz prior to the party.

At-Show Social Media Marketing

9. If you meet a customer who is ecstatic about your product or has a great story, ask if you can take their photo (or video), then share their photo with their story or testimonial via social media.

10. Images will be a great way to give people who are not at the show a glimpse into the happenings. Not all the photos have to be on the show floor – photos after show hours or at special events, can also be fun.

11. If you are speaking or sponsoring a speaker at the conference, take video of it to share later. Make sure the speaker has a microphone or videotaping is close enough to adequately hear video.

12. Tradeshows and conferences are busy but don't forget that you can schedule tweets and Facebook posts. This could be particularly useful if you are presenting on a topic at a specific time – schedule tweets of key talking points during your presentation for your seminar attendees and those who could not make it. I like to use Hootsuite for scheduling tweets.

13. Contests or giveaways can combine social media with visiting the booth in person. For instance, you could advertise a contest in your booth, have entries come thru the Facebook page, and then have the winners come back to the booth to get their prize.

14. Include icons, web addresses, QR codes, and/or calls-to-action to your social networks in your booth display as appropriate.

15. Remember, one reason for participating in social media while you are at the show, is to “bring the show” to those people who cannot physically be there. Posting timely photos and show updates will help attendees who are hundreds of miles away feel like they are there at the show with you.



Post-Show Social Media Marketing

16. Go thru your leads, business cards, and notes to see if there are people you met that you can connect with on LinkedIn, follow on Twitter, or Like their business page. Make yourself more memorable by including a personal note or comment along with the connection.

17. Write a blog post about participating in the show. You could use the seminar discussions, customer questions, or a story as the topic of your post.

18. Follow up with your leads and connections via email and make sure your email includes links to all your social media accounts.

19. If you held a seminar or have other educational materials from the show, it is great content to share after the event. You could share video clips of the seminar, slides on Slidepoint, or links to a PDF handout via social media.

These are just a handful of ideas to make your next tradeshow more social. Using the pre-show and post-show ideas will also help stretch your tradeshow marketing efforts for a longer time period instead of just a few days.

Notes:



March 1 - 3, 2019

HuntsvilleHomeShows.com

256.536.2602