



Temple Area Builders Association
12 N 5th Street Temple, TX 76501
Phone: 254-773-0445

Feb 23-25, 2024

- Friday 6pm-9pm
Saturday 10am-6pm
Sunday 11am-4pm

Bell County Expo Center
301 W Loop 121 Belton, Tx 76513

MANAGEMENT USE ONLY

Time & Date Received

Blank lines for management use only

EXHIBITOR INFORMATION

COMPANY CONTACT NAME

(Print name as it should appear in all advertising)

ADDRESS CITY STATE ZIP

PHONE CELL PHONE EMAIL

WEBSITE FACEBOOK/INSTAGRAM @

LIST ALL CATEGORIES AND PRODUCTS/SERVICES THAT WILL BE DISPLAYED WITHIN YOUR BOOTH DURING THE SHOW.

NOTE: Any items not listed will be subject to removal by management.

Blank lines for listing categories and products/services

IMPORTANT DEADLINES

\*2023 Booth Re-Claim: October 31, 2023

2023 Exhibitors can re-claim their previous booth for the upcoming show through this date. After this date, any remaining booths are free game!

\*Early Bird Discount-December 15, 2023

\$100 off each booth if secured before this date!

\*Refunds/Cancellations- January 5, 2024

Exhibitors have until this date to cancel their booths and be eligible for a refund.

\*Sponsorships: January 26, 2024

Any TABA member interested in sponsoring the event has until this date to do so. Reminder that some opportunities have limited availability! Sponsorship money should be received by TABA before the show begins.

\*Payment in Full & COI-February 2, 2024

Booths should be paid in full by this date. The card on file will be run on this date for the remaining balance. No exhibitor can move into their booth unless paid in full. Certificate of Insurance must also be turned into TABA on this date.

# EXHIBITOR RULES AND REGULATIONS

## 1. Exhibitor Parking and Entry

- a. All exhibitors must park in the side parking lots (See map), no exceptions! Companies desiring to park decalced/wrapped vehicles or trailers in the front parking lot may do so for a fee and must contact TABA to make arrangements for this prior to the show. Unauthorized advertising vehicles or trailers will be towed from the front parking lot at the Expo Center at the expense of the owner.
- b. For security reasons, all exhibitors must enter and leave show through designated exhibitor entrances (See map). Exhibitor entrances will be open 1 hour prior to the show on Friday, Saturday, and Sunday. Every exhibitor must show their exhibitor show lanyard to gain entry. If exhibitors or their reps are not wearing an exhibitor show lanyard, they will be required to pay the entry into the show. Lanyards must be picked up at move-in. Exhibitors must not send family members, friends, or customers to the exhibitor entrances.
- c. All booth workers must be out of the Expo Buildings by 7:00pm Saturday.

## 2. Electricity:

- a. **Power will be available at various locations throughout the show floor. If you require electricity, you must bring a heavy duty, grounded, 100-foot extension cord to connect to your nearest source. Exhibitors will be responsible for installing and taping cord securely to the floor in a manner that does not interfere with designated walkways.**

## 3. Booth Etiquette

- a. Exhibitors must have a representative in their booth during all show hours on Friday, Saturday, and Sunday.
- b. Exhibitors using loudspeakers, recording equipment, television sets, audio systems or live entertainment must keep amplification at a conversational level. Failure to do so will result in the immediate discontinuation of all amplification.
- c. Nothing shall be nailed, stapled, or otherwise attached to the curtains, walls, floors, or other parts of the show building that may damage property. Exhibitors shall be financially responsible for damages.
- d. Exhibitors shall distribute printed matter or other articles only within the limits of their booth space. Aisle space must be left clear for show attendees. No exhibit materials or workers shall be in the aisle.
- e. An exhibitor's booth materials and signage must not interfere with adjacent exhibits in any way. Any constructed side walls must be finished on both sides. Additional curtains require a \$50.00 charge. Booth displays shall NOT exceed 10ft in height without show coordinator approval.
- f. Those exhibitors bringing in gas powered equipment or vehicles must strictly adhere to the Bell County Fire Code. Please ask for copy of regulations if you will be having any gas-powered equipment or vehicles in your booth location.
- g. Exhibitors are responsible for keeping their booth space area clean during all show hours. Contact the show coordinator for permission on any food items you plan to have in your booth (Example: Popcorn).
- h. NO helium balloons are allowed in any of the Expo Center buildings.
- i. Please be courteous and professional to other exhibitors, Expo workers, and show personnel.
- j. For prizes to be announced, they must have a monetary value of \$100.00 or more and cannot be a discount on or a percentage off an item or service. Winners may be announced during both days. All winners must be announced at the show by 3:00pm Sunday!

## 4. Exhibitor Hospitality

- a. The Private Concession Area will be for exhibitor personnel only located upstairs in the Special Events Room. Only those show exhibitors **wearing your show lanyard** will be admitted. Do not bring family members or clients to this area.

## 5. All booth payments / balances must be paid IN FULL before moving into your booth. No exceptions!

The Temple Area Builders Association shall not be responsible or legally liable for personal injury of exhibitor, exhibitor personnel or agents or loss or damage to any equipment or merchandise. Exhibitor shall, to the fullest extent permitted by law, indemnify and hold harmless the Temple Area Builders Association, its officers, directors, members, and employees from and against all claims, or judgments which result from use of exhibitor space. Security will be provided for a reasonable amount of time as determined by the show committee. Liability insurance is carried by the Temple Area Builders Association for the protection of spectators while attending the show.

**Exhibitor Initial:**

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# PRICING

## *Domed Arena*

### **Base Pricing:**

Standard Booth (10' x 10') - \$750 each

Center Booths 72-75 - \$2000

Corner - additional \$75 (Doesn't apply to center booths listed above)

### **Discounts:**

TABA MEMBER - \$150 per booth

Early Bird - \$100 per booth

Multiple Booths - \$50 off 2nd, \$100 off 3rd, \$150 off 4th, etc.

## *Assembly Hall*

### **Base Pricing:**

Standard Booth (10' x 10') - \$650 per booth

Corner - additional \$75

### **Discounts:**

TABA MEMBER - \$150 per booth

Early Bird - \$100 per booth

Multiple Booths - \$50 off 2nd, \$100 off 3rd, \$150 off 4th, etc.

## *Exposition Building*

### **Base Pricing:**

Standard Booth (10' x 10') - \$650 per booth

Exhibit Booth (25' x 40') - \$2000

Corner - additional \$75 (Does not apply to the exhibit booths)

\*\*\*Please note that you must be moved out of the Exposition Building completely on Sunday Feb 25th following the show end.

### **Discounts:**

TABA MEMBER - \$150 per booth

Early Bird - \$100 per booth

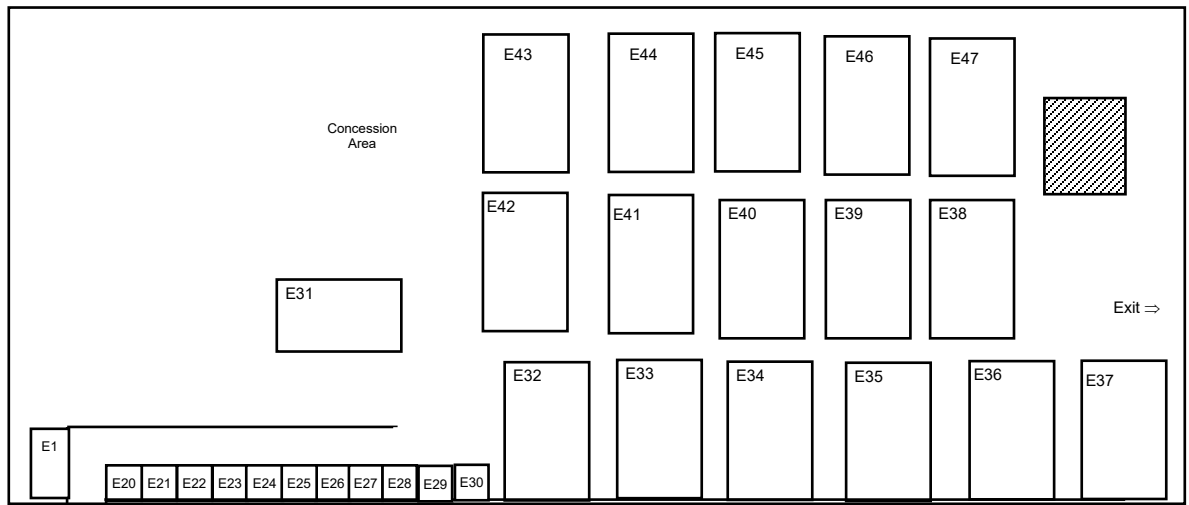
Multiple Booths (10' x 10') - \$50 off 2nd, \$100 off 3rd, \$150 off 4th, etc.

Multiple Booths (25' x 40') - \$150 off 2nd, \$200 off 3rd, \$250 off 4th, etc.

# 2023

## HOME & GARDEN SHOW BOOTH LAYOUT

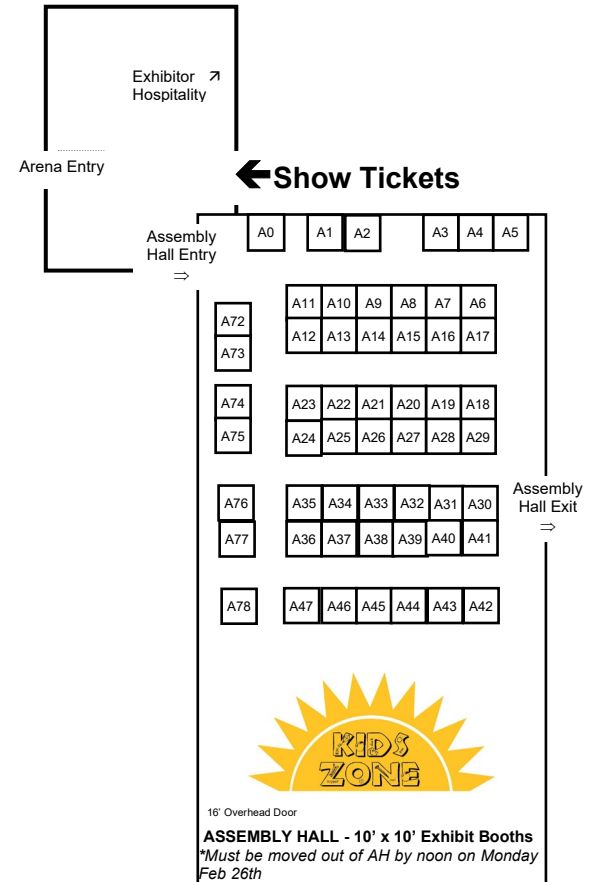
BELL COUNTY EXPO CENTER  
Loop 121 & I-35 ▪ Belton, Texas



**EXPOSITION BUILDING - 25' x 40' ■ 10' x 10' Exhibit Booths**  
Booths *\*Must be moved out of Exposition Building by Sunday Feb 25th*



**Domed Arena - 10' x 10' Exhibit Booths**  
*\*Must be moved out of Dome by noon on Monday Feb 26th*



16' Overhead Door  
**ASSEMBLY HALL - 10' x 10' Exhibit Booths**  
*\*Must be moved out of AH by noon on Monday Feb 26th*

# BOOTH SELECTION

## Booth Choices *(Must Provide 3 Options for Placement)*

\*

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

TABA will make every effort to place exhibitor based on priority, but it is not guaranteed.  
TABA reserves the right to move vendors and booths as deemed necessary.

### **For booth placement to be confirmed and to receive any discount:**

Minimum \$250 deposit must be paid upon booth placement.

- **February 2, 2024:**
  - Total payments due for the show must be paid on this date. No exhibitor may move in until the booth until paid in full.
  - The card on file will be run on this date for the remaining balance.
  - Certificate of Insurance must be turned into TABA. If not received by this date, placement is no longer guaranteed.

## PAYMENT INFORMATION

*(TABA must have a card on file for all exhibitors)*

**\*\*\*If by February 2, 2024, the exhibitor balance has not been paid in full, the given card will be run for the remaining balance\*\*\***

NAME ON CARD \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_

CARDHOLDER'S PHONE \_\_\_\_\_

EXPIRATION \_\_\_\_\_

CODE \_\_\_\_\_

AMOUNT \$ \_\_\_\_\_

ZIP CODE FOR CARD \_\_\_\_\_

Invoice me (I plan to pay by check)

# CONTRACT FOR EXHIBIT SPACE

This is an Agreement between the Association of Temple Area Home Builders, Inc., (a/k/a Temple Area Builders Association, referred to herein as "TABA") and \_\_\_\_\_ for the exclusive use of exhibit space as designated on the attached floorplan layout guide during the Home & Garden show on February 23<sup>rd</sup> 24<sup>th</sup> & 25<sup>th</sup>, at the Bell County Expo Center in Belton, Texas. Exhibitor acknowledges that it/he/she has received, read, and agrees to abide by the rules and regulations as stipulated on the Exhibitors Rules and Regulations sheet. Failure to abide by the terms on the Exhibitors Rules and Regulations sheet may result in cancellation of Exhibitor's booth reservation or dismissal from the Event without refund. Exhibitor acknowledges and agrees that TABA may re-locate Exhibitor's designated exhibit space to another space of equal or greater size if necessary.

In consideration of TABA sponsoring the Event and reserving said exhibit space(s) for Exhibitor's use during said Event, Exhibitor agrees to pay in full the amount of \$ \_\_\_\_\_ for the use of \_\_\_\_\_ exhibit booth(s) during the Event. The amount of \$250.00 will be due to TABA upon the signing of this Contract. If the remaining amount has not been paid in full prior to **February 2, 2024**, Exhibitor understands that it/he/she may not be allowed to exhibit in the Event. Subject to the paragraph immediately below, no refunds on cancellations will be granted after **January 5, 2024**. Subject to the paragraph immediately below, **reservations made after January 5, 2024, are non-refundable.**

In the event that the Home & Garden Show is *canceled* due to matters surrounding the COVID-19 pandemic, TABA will, upon written request by Exhibitor, reimburse Exhibitor the amount paid to TABA less a 5% fee of the amount paid in order to offset costs incurred by TABA due to the cancellation. In the event that the Home & Garden show is *postponed* due to matters surrounding the COVID-19 pandemic to a date set to occur on or before August 25, then Exhibitor agrees that TABA will hold all funds paid by Exhibitor to be used for the postponed event.

Exhibitor hereby understands and agrees that each exhibit booth leased herewith consists of a designated space separated from other booths by divider drapes attached to metal tubing. Booths will have 8 ft. tall backdrops and 3 ft. tall side drops. TABA agrees to provide one display identification sign per exhibitor, regardless of the number of booths leased by Exhibitor. All of Exhibitor's promotion material, equipment, props, etc. must be contained in the booth(s) leased by Exhibitor. No overflow will be allowed in the common areas (walkways) at the Event.

As lawful consideration of participating in the Event, Exhibitor, its officers, directors, members, agents, employees, and all persons, natural or corporate, in privity with them or any of them, RELEASES, ACQUITS and FOREVER DISCHARGES, TABA, its officers, directors, members, agents, employees, and all persons, natural or corporate, in privity with them or any of them, from any and all claims, demands or causes of action of any kind whatsoever, fixed or contingent, liquidated or unliquidated, at common law, statutory or otherwise, which Exhibitor has or might have, known or unknown, directly or indirectly attributable to his/her/its participation in the Event. Exhibitor agrees, to the fullest extent permitted by law, to INDEMNIFY AND HOLD HARMLESS TABA, its officers, directors, members and employees from and against all claims or judgments which may result from Exhibitor's participation in the Event.

**EXHIBITOR:**

Authorized Agent Name: \_\_\_\_\_

Authorized Agent Title: \_\_\_\_\_

Exhibiting Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

**TABA Home & Garden Show Exhibitor Signature:**

**Association of Temple Area Home Builders, Inc.:**

\_\_\_\_\_

\_\_\_\_\_

**Joshua Welch, 2023 President**

# SPONSORSHIP OPPORTUNITIES

Deadline: January 26, 2024

## ☐ Show Partner - \$3000 (Limited to 5)

### **Television Advertising for Your Company:**

- Station Identifications, 30 second spots, 15 second spots, and website coverage – channel(s) to be determined
- Your Company's logo and/or name will appear and/or be read in the script in over 150 commercials seen by over 100,000 Bell County Residents at least once.

*Approximate Total Airtime Value - \$6000*

### **Newspaper Advertising for Your Company:**

- Temple Daily Telegram – Your Company's Name will appear in 6"x8" weekend ads and 4"x6" weekday ads. Your Company's name will also be prominently displayed on the cover of the Annual Home and Garden Newspaper Insert Magazine and on the Temple Daily Telegram online newspaper.

*Approximate Total Advertising Value - \$4,000*

### **Social Media:**

- Your Company's name and/or logo will appear across all social media platforms used by TABA (e.g. Facebook)

*Approximate Total Advertising Value - \$500*

### **Additional Benefits for Your Company:**

- A banner hung in the EXPO HALL throughout the event (Banner provided by company or TABA will purchase for an additional \$100)
- Company name will be announced during the show Friday, Saturday and Sunday
- Company logo will appear on the TABA website from January – February
- Company will appear in the next edition of "On the Level" the official newsletter of TABA
- Company name will be listed as an Official Show Partner in the Home & Garden Show tabloid
- Four tickets to the Friday Night Preview Party

*Approximate Total Value - \$1000*

## ☐ Ticket Sponsor - \$2000 (Limited to 1)

### **Print Advertising for Your Company:**

- Your Company's Logo will also be prominently displayed on the back of all tickets to the Home and Garden Show

*Approximate Total Advertising Value - \$2,000*

### **Social Media:**

- Your Company's name and/or logo will appear across all social media platforms used by TABA (e.g. Facebook)

*Approximate Total Advertising Value - \$500*

### **Additional Benefits for Your Company:**

- A banner hung in the DOMED ARENA above the stage. (Banner provided by company or TABA will purchase for an additional \$100)
- Company name will be announced during the show Friday, Saturday and Sunday
- Company will appear in the next edition of "On the Level" the official newsletter of TABA
- Company name will be listed as a Ticket Sponsor in the Home & Garden Show tabloid
- Two tickets to the Friday Night Preview Party

*Approximate Total Value - \$1000*

## Preview Party Sponsor - \$750 (Unlimited)

### **Social Media:**

- Your Company's name and/or logo will appear across all social media platforms used by TABA (e.g. Facebook)  
*Approximate Total Advertising Value - \$500*

### **Additional Benefits for Your Company:**

- Company logo will appear on all print materials for the Preview Party
- Company logo will appear on the TABA website from January – February
- Company will appear in the next edition of "On the Level" the official newsletter of TABA
- Company name will be listed as a Preview Party Sponsor in the Home & Garden Show tabloid
- Two tickets to the Friday Night Preview Party  
*Approximate Total Value - \$1000*

## Dome Arena Banner Sponsor - \$250 (Unlimited)

### **Benefits for Your Company:**

- A banner hung in the EXPO HALL throughout the event (Banner provided by company or TABA will purchase for an additional \$100)
- Company name will be announced throughout the Show Friday, Saturday, and Sunday
- Company name will be listed as a Show Sponsor in the Home & Garden Show tabloid
- Company will appear in the next edition of "On the Level" the official newsletter of TABA
- Company name will appear on TABA website through February

*Approximate Total Value - \$1000*

### **Sponsorship Payment Options**

- Run CC on file
- Invoice me (I plan to pay by check)