

Be Visible at Asheville's Build & Remodel Expo

The Asheville Home Builders Association, the area's leading home building resource since 1966, is proud to present the 9th Annual Build & Remodel Expo. Asheville's Build & Remodel Expo is returning to the WNC Ag Center, February 3 & 4, 2018 to kick off the busy home building and remodeling season. In line with the growing nature of this show over the years, this incredible two day Expo the place to showcase your products and services while educating potential clients with the knowledge and expertise you can bring to their building, remodeling and home improvement projects.

Through this interactive community event, we help you reach your target market of homeowners and home buyers. You can rest assured that we are committed to producing a top notch event packed with new products and services, interactive demonstrations, the latest building trends and energy efficient technology for our area's progressive and dynamic building industry. Conveniently all under one roof, this is the place to see and be seen as potential clients and professionals delight in inspiration for their current and future building needs.

Why Participate?

- Establish relationships with potential clients and build quality leads
- Showcase your products, services and professional expertise to a motivated audience who can see, touch and buy your products on the spot
- Promote your company and increase brand awareness
- Generate Sales for the busy home improvement season
- Stay a step ahead of your competition
- Take part in an effective and aggressive multi-media marketing campaign
- You simply can't afford to not be a part of the area's leading home building and remodeling event

Participating Exhibitors Receive:

- Dedicated booth space including a 7' Display Table and 2 Chairs when pre-selected with contract
- Free directory listing on Expo Website and in printed Expo Resource Guide
- Increased visibility in the Expo's new Mobile Web App and the inspiring online Idea Gallery
- Free use of the official Expo Participant Logo
- Free parking and convenient move-in/move-out
- Exhibitor Lounge access during show hours
- 6 Complimentary Tickets to share with clients

Who Exhibits?

On average, 100 exhibiting companies take part each year. Companies large and small exhibit at this show to meet homeowners, potential clients and make sales. Products and services offered by exhibitors at the Build & Remodel Expo must be a part of the building industry.

Exhibiting business categories include Builders, Remodelers, Landscapers, Mortgage Bankers, Appliances, Cabinetry, Windows, Doors, Hardscapes, Plumbers, Electricians, Flooring and Much More.

What Exhibitors are Saying

"Working with the AHBA has been very rewarding and extremely effective for the growth of Haywood Appliance."

- Keith Arnold, Haywood Appliance

"Participating in the AHBA's Annual Expo is an important key to obtaining qualified leads for future business. We always walk away with a feeling of achievement. My role as a sponsor and participant in the AHBA provides my company with the resources necessary to grow our company and continue to provide quality products and services to our local community."

-Craig Cutshall, Willow Creek Hearth & Leisure

Who attends?

- 80% of Expo Guests in 2017 were in the market to build, buy or remodel within the next 12 months
- On average, 60% of Expo Guests are from the Asheville Area, 30% are from western North Carolina but outside of Buncombe County
- High quality leads including homeowners and home buyers seeking your expertise to make major purchasing decisions

Inside this Packet:

- Page 2..... Exhibitor Booth Pricing & Contract
- Page 3..... Expo Floor Plan & Categories
- Page 4..... Exhibitor Upgrades
Advertising, Sponsorship, Demonstrations & More
- Page 5-6..... Exhibitor Rules & Regulations

To reserve your booth, complete and return page 2 or fill out the Online Exhibitor Contract and Interactive Expo Floor Plan available at www.buildandremodelasheville.com under the Exhibitor tab.

FOR MORE INFORMATION:

Asheville Home Builders Association
 PO Box 9722, Asheville NC 28815
 828-299-7001 (p)
 events@ashevillehba.com
www.BuildandRemodelAsheville.com



**Asheville
 Home Builders
 Association**



Exhibit Space Reservation & Contract

Email to events@ashevillehba.com

Mail to AHBA, PO Box 9722, Asheville, NC 28815

Complete Online Exhibitor Contract at www.BuildandRemodelAsheville.com

This application for exhibit space at the **Asheville Home Builders Association Build & Remodel Expo** on **February 3-4, 2018** will become a contract between Asheville Home Builders Association (hereinafter called "AHBA") and the undersigned representative below (hereinafter called "Exhibitor") upon acceptance by AHBA and is based upon the terms set forth below and the "Official 2018 Expo Rules & Regulations" which must be strictly adhered to by the exhibitor, their employees and representatives.

EXHIBITOR INFORMATION - Print Contact Information as you would like it listed in published materials.

Company Name: _____ Company Representative: _____
(ONLY company listed above may be represented in booth display/area, see rules & regs for more details)

Mailing Address: _____ City/State/Zip: _____ Company Phone: _____

Email: _____ Website: _____

BOOTH LOCATION REQUEST

AHBA does not guarantee booth selections but we will do our best to accommodate your request. Choices will be used as a guide for placement.

Booth(s) Preference: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Please list any special requirements to consider when assigning booth(s): _____

BUSINESS CATEGORY LISTING(S) Exhibitor Directory will be in printed Resource Guide and online. Two business category listings are included at no charge, up to three additional categories may be selected for a charge of \$5 each.

Business Category 1: _____ Business Category 2: _____

Additional Category 3: _____ Additional Category 4: _____ Additional Category 5: _____

BOOTH INCLUSIONS

Exhibit floor space, standard booth divides/curtains (3' high sides and 8' high back-drop), limited security throughout facility, general lighting, booth ID Sign.

Items below, **if selected in advance**, will be provided at no additional charge.

Please confirm your needs at time of reservation:

- | | | |
|-------------------------------|------------------------------|-----------------------------|
| Table (7' - skirted & draped) | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Chairs (2) | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Wireless Connection | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Additional items such as extra tables, chairs, electric, and carpet may be rented at additional fee by contacting the AHBA. Orders must be received by February 7 for guaranteed inclusion.

SUBLETTING SPACE - No Exhibitor will assign, sublet or apportion the whole or any part of the space allotted to him, nor exhibit therein any other goods, apparatus, service, advertising signs, etc., than those manufactured or sold by the exhibitor in the regular course of his business, without the written consent of AHBA Expo Management. Management reserves the right to remove any exhibit not conforming to all federal, state and local requirements and law.

BOOTH CONSTRUCTION - Each exhibitor is entitled to a reasonable sightline from the aisle, therefore, in all linear exhibits, including premium locations, the front two feet of exhibit space must not have any equipment or display material over 42 inches high.

BOOTH PRICES - Mark Selection(s) Below

<input type="checkbox"/> 10x10 Regular Booth -	\$827	\$ _____
<input type="checkbox"/> 10x10 Premium Booth -	\$927	\$ _____
<input type="checkbox"/> 10x20 Feature Booth -	\$1500	\$ _____
<input type="checkbox"/> 20x20 Showcase Booth* -	\$3200	\$ _____

*Showcase Booths - additional application required

<input type="checkbox"/> 10x10 Regular Outdoor Living Booth* -	\$600	\$ _____
<input type="checkbox"/> 10x10 Premium Outdoor Living Booth* -	\$700	\$ _____

*Only Landscaping/Outdoor Living products and services will be eligible, located in #600 to #635

Member Discount - Member Status will be verified

-AHBA Members subtract \$250 per booth	\$(-) _____
-NAHB Members (non-AHBA) subtract \$150 per booth	\$(-) _____

Multi-Booth Discount

-If two or more booths purchased, subtract 5% of current total \$(-) _____

TOTAL BOOTH PRICE: \$ _____

Additional Options:

<input type="checkbox"/> Additional Business Categories, \$5.00 each	\$ _____
<input type="checkbox"/> Electric 110v, 15 amp electrical outlet, \$35 each	\$ _____
<input type="checkbox"/> Black Carpet for Booth Area - \$100 per 10x10	\$ _____
<input type="checkbox"/> Forklift Rental for Setup/Teardown \$50 for 30 min. of use	\$ _____
<input type="checkbox"/> Exhibitor Expo Coupon - 1/6 pg printed in Expo Guide, \$100	\$ _____
<input type="checkbox"/> Advanced Expo Tickets @ \$5.00 each	\$ _____
<input type="checkbox"/> Additional Exhibitor Badges* @ \$8.00 each	\$ _____

*3 Badges per 10x10 booth provided no charge. Max of 6 badges for 10x20 booth or greater at no charge.

TOTAL BOOTH +ADDITIONAL OPTIONS \$ _____

50% Deposit due with contract (non-refundable): \$ _____

I have read and agree to the Official 2018 Expo Rules and Regulations. Included with this contract for booth space is a 50% non-refundable deposit and a copy of our certificate of insurance. I understand that any remaining balance is due on or before December 13, 2017 and non payment of remaining balance by December 13, 2017 will result in immediate release of my booth space.

Authorized Signature: _____ Date: _____

PAYMENT INFORMATION: Use this section to indicate your method of payment

- | | |
|--|--|
| <input type="checkbox"/> Pay in Full at time of application | <input type="checkbox"/> Pay 50% Deposit Only at time of application and receive invoice for final payment due |
| <input type="checkbox"/> Pay Deposit Only at time of application and authorize full payment of remaining balance on December 13, 2017 on card provided below | |

Payment Type: Check payable to AHBA American Express Visa MasterCard

Card Number: _____ Cardholder Name: _____

Expiration Date: _____ V-Code (3 digit code from back of card): _____ Email: _____

Billing Address: _____ City/State/Zip: _____

Cardholder Signature: _____ Date: _____

Send Completed Contract, Deposit & Certificate of Insurance to: Asheville Home Builders Association
 PO Box 9722, Asheville NC 28815 • 828-299-7001 Phone • events@AshevilleHBA.com



Exhibitor Floor Plan

WNC Ag Center - Davis Arena

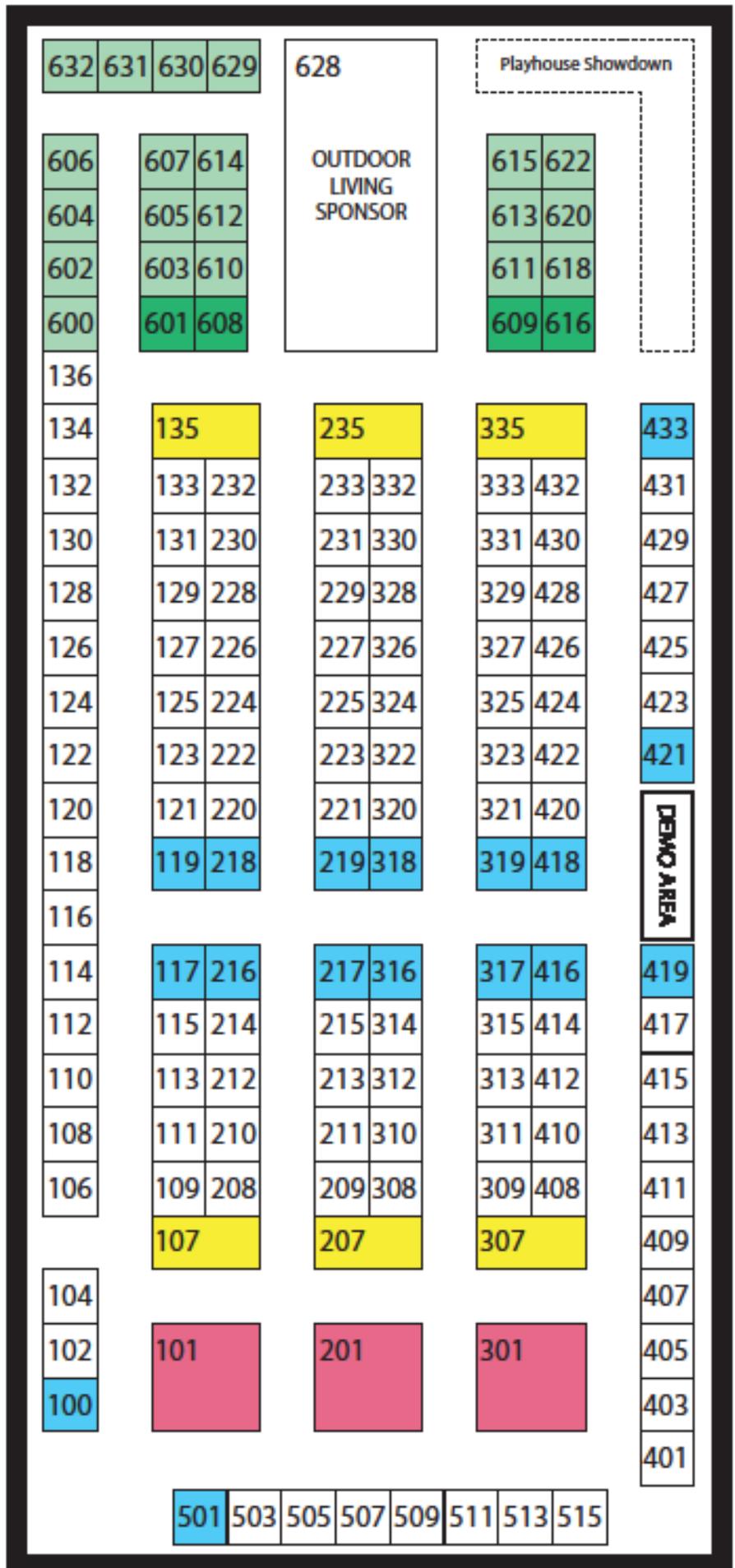
Open to the general public

February 3 & 4, 2018

- 10 x 10 Regular Booth - \$827
 - 10 x 10 Premium Booth - \$927
 - 10 x 20 Feature Booth - \$1500
 - 20 x 20 Showcase Booth* - \$3200
 - 10 x 10 Premium Outdoor Living Booth* - \$700
 - 10 x 10 Regular Outdoor Living Booth* - \$600
- * Additional Application Required
*Only Outdoor Living/Landscaping products/services will be eligible

**** Member Discounts:**
 -NAHB Members (non-AHBA) subtract \$100 per booth
 -Asheville HBA Members subtract \$250 per booth

Multi-Booth Discounts:
 If two or more booths are purchased, a 5% discount will be applied.



*Floor Plan not drawn to scale

Increase your company's presence and brand awareness to a dedicated audience beyond your booth space. There are multiple opportunities to increase your exposure with FREE exhibitor offerings — see details below! Consider the incredible value of being an Official Expo Sponsor, advertising in the full color Expo Resource Guide or be an official presenter for a Live Demo or Workshop.

Be an Official Sponsor

Sponsorship Packages offer a multitude of benefits and inclusions putting you a step ahead of your competition. We offer a variety of packages ranging from \$250 to \$15,000 to meet your marketing needs and your budget. For more information on sponsoring the Expo, contact Emily Cowie, the AHBA's Marketing & Development Coordinator, to talk one on one about a package that is right for you. Below are a few of the packages to select from, spots are limited so contact us today! Email Erica@AshevilleHBA.com or call 828-299-7001.

- Title Sponsor
- Promotional Materials Sponsor
- Outdoor Living & Landscaping Sponsor
- Lanyard Sponsor
- Hanging Banner Sponsor
- Floor Decal Sponsor
- Expo Supporter
- Kids Construction Hat Sponsor

Place an Exhibitor Ad

Advertising in the full color 2018 Expo Resource Guide (advertising exclusive to exhibitors and sponsors) and online at www.BuildandRemodelAsheville.com is the perfect way to be visible for attendees as they plan their visit to the Expo, tour the show floor and as a resource for months following the show.

Print & Online:

Upgrade Directory Listing with logo/profile - \$50
 Exhibitor Coupon/Special Offer - \$100

Print & Digital Expo Guide:

Full Page Ad at \$595 - 5" W x 8" H
 Half Page Ad at \$345 - 5" W x 3.875" H
 Quarter Page Ad at \$195 - 2.375" W x 3.875" H



Your Discount Here

Reach your target customers during and after the show with a coupon! Each vendor that participates in the coupon program will receive a 1/6 page coupon in the resource guide, which is distributed at the Build & Remodel Expo and is the perfect way to reach consumers during and after the show!...\$100

Asheville Home Builders Association
 828-299-7001
www.AshevilleHBA.com

Present a Live Demonstration or Workshop

Presenting a live demonstration or workshop is a great way to share your knowledge, expertise and the professionalism you will bring to the job site. A variety of Live Demos and Workshops will take place every hour during Expo Hours in a designated area on the show floor. There is no fee to be a presenter. The Demo Area will be set theater style with a 7' display table, LCD projector screen, laptop, wireless mic and electric access. Presentations should be no more than 30 minutes including time for audience Q&A.

Example Educational Topics:

- | | |
|--|-------------------------------------|
| How to Refinish your Cabinets | Design Trends: What's In What's Out |
| How to Choose a Builder | Transforming Your Kitchen & Bath |
| Installing a Rain Barrel | Financing Your Dream Home |
| Five Tips to Improve your Home's Energy Efficiency | Sustainable Lawn Care |

Interested in Presenting? Submit your proposed topic, title and description anytime now through January 31 online at www.BuildandRemodelAsheville.com/Present to be approved by Show Management.



FREE Exhibitor Inclusions

Utilize one or all of these Exhibitor Freebies and Perks to enhance your exposure before, during and after the event!



- Submit up to three (3) photos of your Company's products & services for the online **Idea Gallery**. We'll tag your company name along with a 20 word description.
- Utilize the official "**Build & Remodel Expo Participant**" logo in your pre-show marketing efforts, social media posts, newsletters, flyers and more.
- **Display an Expo poster**, provided by Show Management, in your showroom, store front window or office.
- We'll mail to you **six (6) complimentary guest tickets** to invite clients to come and see you at the show. Additional tickets may be purchased at a discount for just \$4 each.
- Offering a **Giveaway** during the show? Tell us what you're drawing and special giveaway is and we'll promote it online at www.BuildandRemodelAsheville.com starting January 1, 2018.

The following expo rules and regulations are supplemental to and are incorporated by reference in the Exhibit Space Reservation and Contract between the Asheville Home Builders Association (AHBA), herein referenced as Expo Management, and your company as exhibitor, and govern the use of the exhibit space contracted for as if they had been fully set forth in the Exhibit Space Reservation and Contract.

In reading these rules and regulations, "we" and "us" refers to Expo Management (AHBA) and authorities of the expo facility (WNC Ag Center), and Federal governments as appropriate. "You" means your company and its authorized representatives and personnel. Where a specific entity or governmental body is required, we will identify them by name.

Responsibility

It is your responsibility to be fully familiar with these expo rules and regulations and to see that each member of your company attending the expo is also familiar with these regulations. We recommend that you distribute copies to all those who will be present for the expo.

Booth Information

- **Booth Construction:** Each exhibitor is entitled to a reasonable sight-line from the aisle, therefore, in all linear exhibits, including features, the front two feet of exhibit space must not have any equipment or display material over 42 inches high. Maximum height not to exceed 10 feet within remaining booth area. Any display materials exposing an unfinished surface to neighboring booths must be finished at the exhibitor's expense. Any exhibitor failing to comply with these requirements will be asked to remedy the issue prior to the expo opening and may be required to remove their exhibit from the expo.
- **Booth Furnishings:** Includes exhibit floor space, standard booth divides (3' high sides, 8' high backdrop), general lighting, booth ID Sign.
- **Booth Location/Assignment:** Spaces are assigned by management. Every effort is made to give Exhibitor his/her request but no guarantees can be made. Floor plan, space or numbers may be changed by management for the benefit of Exhibitors or the event.
- **Outdoor Living Section:** Designated section will be available to exhibitors of Outdoor Living and Landscaping products/services. Approval required.
- **Subletting Space:** No Exhibitor will assign, sublet or apportion the whole or any part of the space allotted to him, nor exhibit therein any other goods, apparatus, service, advertising signs, etc., than those manufactured or sold by the exhibitor in the regular course of his business, without the written consent of the AHBA Expo Management. Management reserves the right to remove any exhibit not conforming to all federal, state and local requirements and laws.
- **Character of Exhibits & Sales:** No soliciting, literature, or costumed characters will be allowed outside your designated booth area. Exhibits are for display purposes only, no high-pressure sales tactics. Expo Management must approve any items to be sold at the expo and exhibitor is required to complete paperwork. Distribution of food/beverage items is not permitted.
- **Electricity:** A 110-volt, 15 amp electrical outlet is available for an additional charge on the exhibitor contract. Extension cords may be necessary, all electrical cords must be 3 prong grounded. All electrical services are to be ordered through Expo Management, in advance of expo. Standard wall, column and permanent building outlets are not considered part of a booth space and are not to be used by Exhibitors unless specified otherwise. Under NO circumstances shall anyone but the "house approved electrician" make any special or direct wiring electrical connections. Exhibitors are required to turn off exhibit lights, electronic equipment, etc. at the end of exhibit hours.

Booth Information Continued

- **Display Vehicles:** Any vehicle displayed in the Expo must be approved in advance by AHBA Expo Management. Certain specifications and requirements apply. Vehicles will not be allowed on display in front of Expo Facility unless through approved sponsorship. See AHBA for additional information and all approval.
- **Signage:** You may use your own sign providing it does not extend beyond your booth space. Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, curtains, doors, painted surfaces or columns unless done by or under the direction of Expo Management. No holes may be drilled, cored or punched in the building.
- **Sound Control:** Sound-emitting equipment will be permitted, but Exhibitor must keep all sound at a level that will not disturb neighboring exhibits. Expo Management will be the final arbitrator when deciding if noise is too loud. If an exhibitor refuses to lower sound level, they will be removed from the expo without any refund of booth fee.

Exhibitor Move In

Exhibitors must check-in at the main entrance of expo facility to receive paperwork **prior** to move in. All materials must be brought in/out through designated cargo doors on move in days only during assigned move in times. A forklift will be available for a charge of \$50 per 30 minutes.

Thursday, February 1, 2018 (limited drive in access available)

8:30am-12:00 noon

Booths 10 x 20 or Larger Only, Booths within 100 to 515

1:00pm-4:30pm

All Booths within 100 to 515

Friday, February 2, 2018 (carry in ONLY, no drive in permitted)

8:30am-4:00pm

All Booths within 100 to 515

Outdoor Living Section Booths 600 to 635

All exhibits must be completed and ready for inspection by Expo Management by 4:00pm on Friday, February 2. Expo facility will be locked and inaccessible from 4:00pm on Friday, February 2 until 9:00am on Saturday, February 3. At this time, any display violations will be noted and reported to the exhibitor. Failure to correct any violations by the time the expo opens to the public at 10:00am on Saturday, February 3 will result in a fine or removal from expo. We reserve the right to rent or fill any exhibit space that has not been occupied by 4:00pm on Friday, or at any time thereafter.

Move Out

NO DISPLAY MAY BE DISMANTLED OR PACKED PRIOR TO 5PM ON SUNDAY. There is a \$75 fine for tearing down early. It is the Exhibitors responsibility to pack and remove or consign for shipment of all items prior to leaving booth unattended. AHBA Management and the Ag Center will not be made responsible for any items left unattended. During move out, no vehicles will be allowed at the back loading gate until your booth is completely disassembled and ready to be loaded. A fork lift will be available at a charge of \$50, *only available during Monday move out.*

Exhibitor Move Out Schedule:

Sunday, February 4- 4:00pm to 6:00pm (Carry Out Only)

Monday, February 5 - 8:30am to 12:00pm (Limited Drive In Access)

Failure to completely move out by 12pm on Monday may result in a fine of \$75 per hour.

Exhibitor Rules & Regulations Continued

Exhibitor Information

- **Exhibitor Badges:** Must be picked up at the Expo facility during designated move in times. Badges allow entrance into the Expo Facility during Expo hours. No Exhibitor will be able to obtain badges or be permitted to move in until the balance of their contract is paid in full. Three (3) Exhibitor Badges per 10x10 booth space will be provided at no charge, with a maximum of six (6) badges per 10x20 or greater space. Exhibitors are responsible for distributing badges to company representatives. Exhibitors without badges must pay admission. Badges may be left at Will Call.
- **Exhibitor Packets:** Final Exhibitor information and assigned booth space will be mailed to address provided on contract, 30 days prior to show.
- **Booth Staffing:** Only registered Exhibitors are allowed to work booths. Booths must be staffed during all expo hours including a minimum of 15 minutes prior to expo opening on both days. Failure to properly staff booth by the above standards will result in a fine of \$75 for the first violation and suspension from future expos for the second violation. Please see MOVE OUT section for additional penalties for early breakdown.
- **Exhibitor Solicitation:** Solicitation of exhibitors by other exhibitors is strictly prohibited during expo hours. Exhibitors must remain in their booth unless they are taking a break. You are not allowed to roam the aisle and handout business cards, etc. You are absolutely not allowed to go in the aisles and recruit people to come into your booth or take people from someone else's booth to come into yours. It is the responsibility of exhibitor to notify Expo Management of any solicitations during expo.
- **Contests/Giveaways:** For promotional purposes, AHBA Management may be informed of Exhibitor giveaways. It will be the Exhibitors responsibility to distribute giveaway to winner(s).
- **ADA Requirements:** The Americans with Disabilities Act (ADA) has specific requirements for public exhibits. Exhibitors are responsible for making their space accessible in accordance with the Americans with Disabilities Act. Any exhibitor that fails to comply with these regulations is subject to a fine by the government.

Liability

- **Care of Building & Exhibits:** Exhibitors will be responsible for any damage done to the building by them, their agents, or employees. All property destroyed or damaged by the Exhibitors must be placed in its original condition or at the Exhibitor's expense. Walls, woodwork, and floor of the building must not be defaced or altered in any manner whatsoever. Exhibitors are liable for any damage caused to the building floors, walls or columns; or to standard booth equipment, or to other Exhibitor's property. Exhibitors will be required to keep their booth displays neat and orderly throughout the expo.
- **Security/Safety:** Periodic on-site inspections of premises are provided by an off duty police officer, but this does not constitute a guarantee to the exhibitor's property. It is always wise to take precautions so that nothing is stolen. Small electrical equipment such as iPads, cameras, laptops, etc., should never be left unattended. Expo Management, the AHBA and the Ag Center are not responsible for lost, stolen or damaged property.
- **Certificate of Insurance:** A Certificate of Insurance certifying a general liability policy must be submitted to AHBA along with Contract. Certificate must be received in order to proceed with move in. Copies may be faxed or mailed to the AHBA.
- **Waiver of Liability:** AHBA shall not be responsible for any damage or injury that may happen to Exhibitor or its agent, employees or property from any course whatsoever except the gross negligence or willful misconduct of AHBA or its employees, arising out of AHBA duties and responsibilities under this agreement. Exhibitor expressly releases AHBA, its directors, officers, agents and employees from any such loss, damage or injury.
- **AHBA Rights:** AHBA reviews all exhibits to insure the quality of the expo. AHBA reserves the right to refuse any exhibit, exhibitor, or employee which, in the opinion of AHBA, is not in the best interest of the expo. AHBA reserves the right to limit exhibitors based on product and service

Liability Continued

- **Violations:** Exhibitor shall be bound by the rules and regulations set forth herein, and by such additional rules and regulations which may be established by AHBA. All matters and questions not covered by the above will be subject to final judgment and decision by AHBA. Any violations by Exhibitor of any terms or conditions herein shall be subject to the cancellation of the contract to occupy exhibit space, and forfeiture of any monies paid on account thereof upon due notice of such cancellation. AHBA shall have the right to take possession of Exhibitors space, remove all persons and properties of the Exhibitor, and hold Exhibitor responsible for risks and expense incurred in such an event.

Freight/Shipping

The WNC Ag Center will accept exhibit materials for storage no sooner than Wednesday, January 30. Ship to *WNC Ag Center—Davis Arena, 1301 Fanning Bridge Rd. Fletcher, NC 28732*. All items must be labeled with Company Name and "Build & Remodel Expo." Please note that a standard loading dock is NOT available. Delivery trucks need to come supplied with a pallet jack. If delivery truck requires use of Ag Center's forklift for unloading, a \$75 standard freight charge will be invoiced to Exhibitor by Show Management. *See Move-In rules for additional forklift usage fees.

Deposit/Payment Terms

A deposit of 50% must be submitted with contract for Exhibit Space. This is a non-refundable deposit and this contract is non-cancellable and non-assignable. **All remaining monies due, must be paid in full by December 13, 2017.** If balance is not paid when due, Exhibitor shall immediately forfeit the exhibit space and all deposits/payments made. If AHBA rejects the Exhibitor's application, deposit will be promptly refunded. Any legal fees and costs of fulfilling terms of this contract are liable to and will be paid by Exhibitor.

Cancellation/Exhibitor Withdrawal

If an exhibitor does not submit monies due, as agreed upon in the contract, the space may be forfeited and the exhibitor will not be allowed to move in. If the Exhibitor cancels in writing prior to December 13, 2017, AHBA will refund any payments made outside the 50% non-refundable deposit. Cancellations on or after December 13, 2017 are non-refundable.

Expo Management/Expo Office

This Expo is under the management of the Asheville Home Builders Association, which shall have the right to make such rules and regulations, as it deems advisable for the success of the Expo. Management's application, interpretation and construction of said rules shall be final and conclusive.

Management reserves the right to limit the number of booths, if demands so require. Management also reserves the right to refuse to sell exhibit space and to bar, move, modify exhibits, or portions thereof, which in the discretions of the management are deemed objectionable or in poor taste.

Expo Hours - Open to General Public

Saturday, February 3, 2018 - 10am until 6pm
Sunday, February 4, 2018 - 11 noon until 4pm

Additional Facility Hours Open to Exhibitors Only

Saturday, February 3, 2018 - 9:00am
Sunday, February 4, 2018 - 10:00am

IMPORTANT: As a reminder, Booths must be staffed during all expo hours including a minimum of 15 minutes prior to expo opening on both days. Failure to properly staff booth by the above standards will result in a fine of \$75 for the first violation and suspension from future expos for the second violation. Please see MOVE OUT section for additional penalties for early breakdown.

Exhibitor Questions may be directed to the Asheville Home Builders Association at 828-299-7001 or events@ashevillehba.com.