



# HOME<sup>a</sup>RAMA at THE ESTATES at Pitchkettle Farms

Show Dates:  
10/20-22/17  
10/27-29/17  
11 / 3-5 / 17

**Fridays-Sundays**  
**Noon-7pm Fridays/Saturdays**  
**Noon-6pm Sundays**

Please read this information carefully.  
If you've got any questions, please  
contact show staff at 757-305-9065.

## Exhibitor Guidelines

### The Event

Homearama Single-Site 2017 (the Event) is a self-guided tour of new homes in the Suffolk community of The Estates of Pitchkettle Farms, and is produced by the Tidewater Builders Association (TBA).

### Purpose

The Event stimulates interest in new housing and nurtures a sense of pride in homeownership. It is the industry's annual, "Buy a New Home Now" campaign.

### Show Dates and Hours

10/20-22/17

10/27-29/17

11 / 3-5 / 17

**Fridays-Sundays**

**Noon-7pm Fridays/Saturdays**

**Noon-6pm Sundays**

### Admission

\$10—Adults

Free—Children 12 and under

### Exhibitor Packets

Exhibitor packets containing essential information, worker badges and 2 complimentary show tickets can be picked up at the Will Call shed during move-in or show days.

**Exhibitors will need worker badges to enter the show.**

### Exhibit Spaces and Balances

Exhibitor fees are due per instructions on agreement. Exhibitors outside of our regional market will be required to pay in full with either cash, cashier's check or credit card. No personal/company checks.

**No exhibitor with a balance due will receive their packet or be allowed to set up. No exceptions!**

Exhibitor space in the tent is approximately 10'x9'. The sides can exceed 3' in height, only half the distance from the back of the booth.

**Please do not place boxes or other equipment directly against the tent behind your booth. Your display and items must be 12" from back of tent.** No chairs, display or booth materials, etc., may extend outside the booth.

Additionally, nothing can be affixed directly to the tent. All exhibits must be free-standing in the tent.

All business must be conducted within the confinements of the space. ***Solicitation outside the exhibit area is not permitted.***

**If you have issues with another exhibitor, please contact Show Management immediately for resolution.**

### Booth Equipment:

Tables & chairs are not provided with your booth. Download the form at [www.bighomeshows.com](http://www.bighomeshows.com) - Homearama- Exhibits, Inc. - or call them at 804-788-4400 by Friday, 10/13/17. There will be no on-site orders taken.

### SHOW ACCESS: Move-In

Exhibitors may set up on **Wednesday, Oct. 18**, starting at 9 AM. If exhibitors are checked in by 6 PM, they may stay to work until 9 PM. Move in continues on **Thursday, Oct. 19**, from 8 AM-3:30 PM. **Booths must be completed by 3:30 PM, due to a private preview reception starting at 5:30 PM.**

Vehicles will be allowed to pull up and unload in designated areas only, near the front of the tent. Unloading times should be limited to 15 minutes or less, so that all exhibitors have ample access.

Once you have unloaded your display, vehicles must be moved to the main parking area.

### During the Show

**Important: Beginning Oct. 20, exhibitors can access the tent through the front entrance between 11 AM-7:30 PM. Contact your TBA rep if you need access prior to 11 AM.**

All exhibits must be in order with all packing cartons and trash disposed of prior to the show opening.

Exhibitors will be responsible, at the close of the show, to make sure their exhibit space is in the same condition as it was when occupied.

### Access Restrictions

Personnel will not be allowed to remain in or enter the tent from 7:30 PM-11 AM the next morning.

### Move-Out\*

**IMPORTANT:** Move out will begin on Sunday, Nov. 5 after 6 PM. **All exhibits must be removed by noon on Monday, Nov. 6.** Exhibitors will be charged a \$300 clean-up fee, by TBA, for any exhibit materials left in the tent.

### SHOW UTILITIES: Electrical Service

**Each booth comes with one duplex 110 outlet.** The power comes from a temporary source and the amperage cannot be guaranteed. No extension cords can be used. Three-phase power is not available.

Any unauthorized electrical hookups will not be permitted. Sharing of electricity is **not permitted.**

**TBA reserves the right to disallow an electrical appliance if it creates safety hazards or other problems.**

**Heaters for hot tubs cannot be turned on.**

### Water

Water is limited. If you require water for displays or to maintain plants, bring several jugs of water and store them in your display.

### Lights

Exhibitors with displays outside of the tent must provide their own lighting if the normal street lighting is found to be insufficient. Lighting, in the center aisle, will extend through the length of the tent.

Exhibitors are not permitted to hook up to the electrical lighting circuit in the tent.

**Any additional lighting provided and installed by the exhibitor must be turned off at the close of the show every evening. HALOGEN LIGHTS ARE NOT PERMITTED.**

### Restrooms

Restrooms will be available throughout the site. **Restrooms will not be open in the Event Homes.**

## Alterations

**Show Management reserves the right to alter the position of exhibit space, if deemed necessary.**

## Internet

Wi-Fi will not be available in the Idea Marketplace tent. If exhibitors need the internet for their business during the show, they will need to provide their own Wi-Fi hot spots.

Call your cell phone provider for more information.

## Exhibit Space Flooring

The base of the tent is paved. Exhibitors should consider using outside carpeting or flooring to maximize the comfort and appearance of their spaces.

If you opt to have raised flooring, exhibitors must ensure displays are wheelchair accessible and that the 12" open area in the rear is not obstructed.

Flooring or carpet may not extend past confines of the booth area.

## Signs and Banners

**Handwritten signs are not permitted.** Signs may be hung or displayed on easels and tables.

## Sound

Demonstrations, which utilize sound, must be kept at a reasonable level. Show Management has the right to adjust volume as desired.

## Subletting and Selling

Exhibitors are free to sell their products within the parameters of their exhibit space. ***Sales activities outside the exhibit space are strictly prohibited.*** Workers who disregard this rule may be asked to leave the show immediately.

No exhibitor is permitted to share or sublet their exhibit space, without the permission of Show Management.

Each exhibitor agrees to display only products and services, which are sold by them in their regular course of business and listed on their space agreement.

## Cleaning

Each exhibitor should keep their space clean and orderly at all times: free of trash, paper cups, etc.

**Cleaning services will not be provided to exhibitors. Exhibitors will be responsible for disposal of their own trash.**

## Tent Ventilation

Weather permitting, the tent sides, in specific designated areas, will be open to keep the exhibit area cool.

A TBA staff member will be on site at all times. If the tent needs to be adjusted, exhibitors must notify a TBA staff member. **Do not open, adjust or remove tent sides.**

## Restrictions

Open flame products or demonstrations are prohibited.

Smoking is not allowed inside the Idea Marketplace tent, within 10' of the outside of the tent, or within 15' of the outside of any Event home, or those homes on the site that are privately owned. **Cigarettes are not to be discarded on ground/pavement.**

**Cooking of any kind is not allowed in the tent.**

No hay, straw or mulch are to be used inside or adjacent to any displays.

Exhibitors are prohibited from bringing alcohol onto the site and/or having it in their exhibit space.

**Helium balloons are prohibited as giveaways.**

Management reserves the right to restrict other materials and/or electrical appliances deemed safety hazards or could create other problems.

## Liability

**The show's producers, TBA, will not guarantee against, or be held responsible, for any loss or damage to property belonging to exhibitors, builders, or personal injury.**

**Exhibitors must provide a space agreement and proof of insurance to Show Management, prior to moving in.**

If damages are caused to the property during the show, the exhibitor(s) will be held responsible for any repair or cleaning fees, including material and/or labor.

## Protecting Your Property

Show Management recommends you label and secure loose items in your exhibit space prior to leaving each evening.

Boxes for the purpose of collecting sales leads should be locked or cleared upon leaving each evening.

Consider bringing a sheet to cover your display, at the close of each evening, to keep materials protected overnight.

## Security

The Event will have 24 hour security, beginning at Move In. Security will continue through 24 hours after the close of show. TBA is not responsible for any stolen or damaged items.

## Inclement Weather

The Event will not close in the event of rain. TBA cannot be held responsible for any wind, water or weather damage. When determining your decorating needs, depending on where your display is, take into consideration that items could be subjected to weather.

**Exhibitors are responsible for securing their exhibits in inclement weather. Please check forecasts frequently.**

## Giveaways & Approval Deadlines

In order to conduct giveaways and drawings during the show, exhibitors must submit to Show Management by Thursday, Oct. 5, 2017, a description of the prize(s) and when the drawing(s) will be held.

Show Management has the right to verify all prizes and prize winners.

After the show, please submit the names and phone numbers of all prize winners to Show Management: 2117 Smith Avenue, Chesapeake, VA 23320, or fax to (757) 420-5539.

## Exhibitor Staffing Coverage

Every attempt should be made to ensure exhibits are staffed during show hours. If you find yourself in need, consider calling a temporary service company for staffing.

If you are unable to staff at any time, exhibits must be open during show hours for viewing. **Show Management will not be responsible for any exhibits or displays that are unmanned during show hours.**

## Parking

Parking is available in the main parking area. It will be handled on a first-come, first-served basis.

## Concessions

Exhibitors may wish to bring lunches and or drinks, or take shifts to leave the site to go to any of the nearby restaurants. Limited concessions will be available on site.



**Show Dates:**

10/20-22/17

10/27-29/17

11/ 3-5 / 17

Fridays-Sundays

Noon-7pm Fridays/Saturdays

Noon-6pm Sundays

Please read this information carefully.

If you've got any questions, please contact show staff at 757-305-9065.

## \*Exhibitor Move Out Guidelines

We understand that at the end of a busy show weekend, you are tired and want to go home...so do we! However, the show is open until 6 PM on Sunday, Nov. 5, 2017.

The advertising budget for this show is significant, utilizing TV, newspaper, direct mail, and social media. The show hours are prevalent in all of our marketing.

Therefore, we **ASK** that you **DO NOT** start to break down prior to 6 PM. Breaking down early is disruptive to other exhibitors, it is disruptive to the guests, and more importantly, it puts your future participation in jeopardy.

For your planning purposes, here are the Move Out guidelines. Please alert those working your closing shift on Sunday evening so they know what to expect:

- No tear-down during the final hour of the show, including taking down signage, removing product from display, folding up tables/chairs, rolling up carpeting, removing light fixtures, etc.
- No one will be allowed to bring boxes, hand trucks, or rolling carts into the Idea Marketplace or on the site until **AFTER** 6 PM.

- Please remove trash from your exhibit space.

- **All items must be removed from the tent and site by noon on Monday, Nov. 6, 2017**

We appreciate your cooperation and hope you have a very successful, profitable show! Thank you for your business!

***By signing, I acknowledge and understand the Exhibitor and Move-Out Guidelines. I am responsible for notifying my employees of any of these guidelines that may affect them while representing my company during move-in, the show, and move-out.***

Date: \_\_\_\_\_

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

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

This signature page is to be signed and returned to TBA via fax (757-420-5539) or email (cgriffith@tbaonline.org), to Cierra Griffith.