

Exhibitor Quick List of Things You Need to Know for the

41st Annual Builders St. Louis



SHOW LOCATION: America's Center, 701 Convention Plaza, St. Louis, MO 63101
DATES: March 8-11, 2018 **SHOW HOURS:** Thurs. - Sat. 10 a.m. – 8 p.m., Sun. 10 a.m. – 5 p.m.
www.STLHomeShow.com

HOME
BUILDERS
ASSOCIATION
OF ST. LOUIS
& EASTERN
MISSOURI

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OLD OLIVE
STREET ROAD

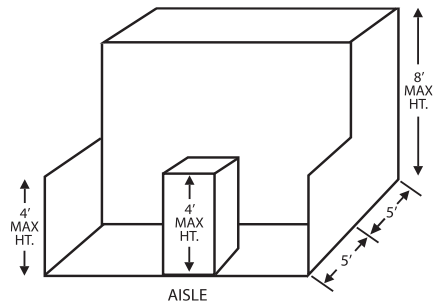
ST. LOUIS,
MISSOURI
63141-1509

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- The Exhibitor Manual with complete Show information can be found at www.STLHomeShow.com/HomeGarden/Exhibitors_And_Sponsors_Forms_And_Manuals.aspx 60 days prior to the show.
- **UTILITIES.** Exhibit space does not come with electricity and if needed it must be ordered separately through the HBA in Exhibitor Manual, if not submitted with application.
- **ALL EXHIBITS ARE REQUIRED TO HAVE FLOOR COVERING.** You may bring your own or order from the Show decorator (Heritage Trade Show Services).
- **HEIGHT RESTRICTIONS: SIGNAGE, DISPLAYS, POP-UP TENTS AND FEATHER FLAGS.**
Exhibits may not exceed 8'6" in height including signage. When you purchase a 10'x10' exhibit there is no additional space – exhibits should be constructed at 9'6"x9'6" to accommodate pipe and drape and ensure that you fit within your area and between your neighbors comfortably. 10' square pop-up tents will only be allowed in 10'x20' or larger exhibits, must be centered and cannot have names or logos on the back or sides. No signage may appear as if it is representing a neighboring company. Signage must have the appearance of being professionally produced. Any signage above the 8' drape, must be single-sided and finished on the back. Booths 20'x20' or larger or perimeter booths do not have a height limit but may not block neighboring exhibits' sightlines. Island displays do not have a height limitation. NOTE: Feather flags and balloons are considered signage and above rules apply. Any signage or displays found in violation will be removed and stored by the Show Decorator. Items must be picked up by exhibitor no later than show move-out hours or items will be forfeited.
- **BE A GOOD NEIGHBOR.** Sound from mics, radios, machinery, etc. should be kept to a low volume level out of courtesy for neighboring exhibitors. Those found in violation will be asked to turn down their sound by Show Management. Dry cutting of any stone material is prohibited inside the Convention Center. Only wet cuts may be made inside. All other cutting MUST be done outside the building.
- **EXHIBIT MOVE-IN/MOVE-OUT.** Large exhibits must contact us for a move-in time. A detailed email will be sent to the contact on the application regarding this. All exhibits must be completely set up prior to Wednesday, March 7 at 5 p.m. Trailer displays are required to call for a move-in time. To reduce messes in the building during move-in and move-out, please be courteous and clean any ice or snow off of your vehicles before pulling into the hall. All items must be removed from the building no later than Monday, March 12 at 3 p.m.
- **DURING SHOW HOURS EXHIBITORS ARE NOT ALLOWED TO WORK THE AISLES – THEY MUST STAY WITHIN EXHIBIT SPACE.** This includes but is not limited to mascots, display materials, signage and exhibit workers. **If you are working the aisles and are asked to stop more than twice by Show Management, you will not be allowed to exhibit in future shows.** Exhibits must be manned ALL Show hours.
- **TEAR-DOWN PRIOR TO THE SHOW CLOSING IS PROHIBITED.** The following are prohibited during Show hours: dismantling of displays (including but not limited to walls, pop-ups, tables, removal of banners, etc.), carts/dollies on the Show floor and the use of tools (powered and powerless) for the purposes of dismantling displays. **Those companies found in violation by Show Management will be notified via letter and will receive a \$200 invoice as a fine that must be paid before being allowed to exhibit in another one of our Shows.**
- **SHOW PASSES/TICKETS.** You will receive 4 move-out passes, 20 VIP tickets and 24 industry day passes. These are **not** your Exhibitor Passes - the exhibitor passes can be picked up at the HBA office from February 1-28 between 9:30 a.m. - 4:30 p.m. or at the Home Show office, room 115, during move-in. Exhibitor Passes are the only tickets that allow you into the Show prior to public Show hours.

Standard 10'x10' Display Guidelines



We, the Show team, thank you for exhibiting with us at the Builders Home & Garden Show!

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Quick Tips to Help You Be Successful at the Show

- Make sure show signage is professional and includes the benefits of your product/service, not just company name and phone number. Signage should be visible from 20' away.
- Create an open, welcoming display. Do not place a table across the front of your booth and close it off.
- Your booth should be representative of your company; quality, clean with helpful and knowledgeable booth staffers.
- You have 5 seconds to grab a consumer's attention - be creative and use your time wisely.
- St. Louis consumers are heavy coupon users and come to the show to shop and compare products and get discounts. Use this to your advantage - Show Special, Free, % off if sign up at Show, etc.
- Make sure you have a measurable goal in place.
- Be prepared with lead cards and ready to set appointments - AND FOLLOW UP! The sale will not come to you, you have to go after it and there are hundreds of other companies wanting to make a sale too.
- Make sure to have a training session for booth staffers prior to the show so that they understand expectations and good boothmanship.
- Engage with consumers, they will not approach you. It is important that you "work" the booth. Stand with a smile on your face and make eye contact. Sitting at the back of the booth on a cell phone or reading will not get you sales at the show.
- Select the right staff to work your exhibit. Not all salespeople can "sell" on the show floor. Understanding that time is your enemy and that you have a limited amount of time is very critical. Rehearse the sales process for the show. Your entire presentation or demonstration should take less than 5 minutes.
- Order services by published deadline on order forms to receive advanced discounted rate.
- If you have questions about exhibiting or would like help in booth design, please do not hesitate to contact us. We are here to help!

If you would like more details on how to be successful at the show, please attend our training seminar. We will send information out once it is scheduled.