

2025 EXHIBITOR MANUAL



2nd Annual

Spring

BUILDERS HOME SHOW Fenton

+ *Outdoor Living*



Produced by



HOME BUILDERS ASSOCIATION ST. LOUIS



Exhibitor manual is subject to updates or changes without notification.

MARCH 15-16 • STL Athletic Center • STLHomeShow.com

Dear Home Show Exhibitor,

Thank you for exhibiting at the 2025 Builders Spring Home Show Fenton. Planning ahead is the key to your success in the Show. This manual was designed to answer your questions and provide important Show information.

The Home Show team is looking forward to working with you. We want you to have a successful Show. If you have questions, please don't hesitate to contact us!

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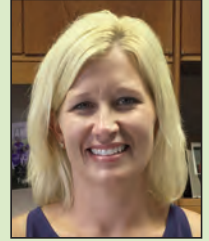
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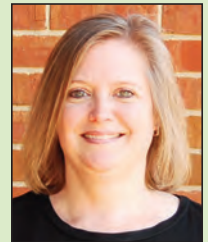
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**LIGHT booths only. Facility floor is astroturf.
NO forklifts or heavy equipment can be used. Hand carry
or wide wheel carts only. No carpet tape or adhesive
can be placed on the floor at this event.
*If you damage the turf, you pay for it!***

GENERAL INFORMATION

FACILITY ADDRESS

STL Athletic Center
2300 Hitzert Ct., Fenton, MO 63026

SHOW HOURS & COLORS

Saturday, March 15 10 am - 6 pm
Sunday, March 16 10 am - 5 pm

Black and white drape, NO carpet due to astroturf floor, white skirted tables (if rented from the Show Decorator).

HBA INFORMATION BOOTH

Located in the building lobby near the concession stand.

EXHIBITOR LOUNGE & FOOD SERVICE

There is no exhibitor lounge, but there will be tables and chairs in the lobby near the concession stand.

SALES TAX

8.24%

EXHIBITOR PASS INFORMATION

No exhibitor passes for entry to the Show will be necessary due to the free admission policy for the general public. Exhibitors may enter through the main entrance beginning at 8 am on show days.

EXHIBITOR DEADLINES

January 17 Final Booth Payment - HBA
January 17 Electrical Order for Advance Price - HBA
February 14 Show Directory Listing Form and Advertising Deadline - HBA
February 14 News Release Information (Media) - HBA
February 28 Decorator Order - Heritage Display Group

NOTE: Missing these deadlines can cost you money!

HOTEL ACCOMMODATIONS

Convenient area hotels: Drury Inn & Suites (636-343-7822), Fairfield Inn (636-305-1500), Holiday Inn Express (636-349-4444), Pear Tree Inn (636-343-8820), among others located off Hwy. 44 near the STL Athletic Center.

PROMOTIONAL OPPORTUNITIES

HOME SHOW DIRECTORY OPPORTUNITIES

Each exhibitor will receive one **FREE** listing in the directory Product/Service section **if form is completed in the Exhibitor Portal by February 14**. The printed Directory is distributed at Show entrance. The majority of attendees leave with a directory to use as a buying guide for future home purchases. **Bold** your listing or add your website for just \$30 each. Additional category listings can also be purchased for \$35 each. **Each exhibitor will receive a free website listing with link on STLHomeShow.com if website is listed on form. (Website will NOT be printed in the Show Directory.)** Contact Tammy at 314-817-5624 or RidgleyT@hbastl.com with questions.

Advertise in the directory. Stand out from other exhibitors and keep your name and product/service in front of consumers. A limited amount of advertising space is available on a first-come, first-served basis. Pricing: Back Cover \$750, Center Spread 1/4 page \$250 (up to 2 available), Center Spread 1/8 page \$150 (up to 4 available).

BECOME A FEATURED EXHIBITOR

Exhibitors can purchase an upgraded digital listing for \$50. This listing offers the ability to share brochures, photos, videos and additional company information which will appear on the Featured Exhibitors page and the Show Map on our website.

SEND INFORMATION FOR MEDIA INQUIRIES

The media is always looking for newsworthy information and interesting products/services to feature on their shows. Your information may be supplied to media, upon inquiry. Do you have a new product? A new twist on an old product? Contact the manufacturer for a press release. Or write an article about how your product/service fulfills a need consumers have, including product benefits and how it stands out from others. Submit your information with high resolution photos at STLHomeShow.com in the Exhibitor Portal. **Deadline is February 14.** For more information about advertising/promotion, contact Ellen at 314-817-5620 or ViehmannE@hbastl.com.

LOGOS / INVITATION / SOCIAL MEDIA

HOME SHOW LOGOS & INVITATION

Include the Show logo in your advertising and social media. To receive logos, email Ellen at ViehmannE@hbastl.com or download them at STLHomeShow.com in the Press Room accessible from the Show Visitors section. Invite your customers to come see you at the Show. The HBA creates an electronic invitation that you can email your database or include in social media. Look for the invitation via email 30 days prior to the Show.



SOCIAL MEDIA

Share, tweet, like, follow, mention and comment about the Show, your booth # and your Show specials on all your social platforms. Tag, mention and share the St. Louis & St. Charles Home Shows pages/posts and use #STLHomeShow. Everybody wins when we get "social" together!

Facebook with us ... www.facebook.com/stlhomeshow

Join us on Instagram ... www.instagram.com/stlhomeshow

Sample posts and tweets:

- Don't miss the 2nd Annual Builders Spring Home Show Fenton, March 15-16 at the STL Athletic Center. #STLHomeShow
- Come see us at the Builders Spring Home Show Fenton this weekend. We are in booth xxx and admission is free! #STLHomeShow
- Looking to do some home improvements? Visit us at the Builders Spring Home Show Fenton, March 15-16 at the STL Athletic Center in booth xxx to take advantage of our show specials. #STLHomeShow

MOVE-IN & MOVE-OUT INFORMATION

MOVE-IN

Friday, March 14 10 am - 7 pm
Saturday, March 15 7 - 8:30 am

- All move-in is first-come, first-served.
- **No docks or forklifts are available at this facility. You must have a liftgate to get larger items to the ground.**
- **There is one overhead door at this facility which is 15' wide by 15' tall.**
- Have necessary labor with you. **No teamster labor is provided.**

MOVE-OUT

Sunday, March 16 5:30 - 9 pm
Monday, March 17 7 - 11 am

- **Breaking down or moving out booths before the close of the Show on Sunday is strictly prohibited. There will be a \$400 fine for anyone that starts breaking down early. Exhibitors who do so may not be allowed in future HBA shows.**
- All move-out is first-come, first-served.
- Have necessary labor with you. **No teamster labor is provided.**

NO DRIVING ONTO THE SHOW FLOOR IS ALLOWED. LIGHT booths only. Facility floor is astroturf. NO forklifts or heavy equipment can be used. Hand carry or wide wheel carts only. No carpet tape or adhesive can be placed on the floor at this event. You will move your exhibit to your booth.

No docks or forklifts are available at this facility. You must have a liftgate to get larger items to the ground.

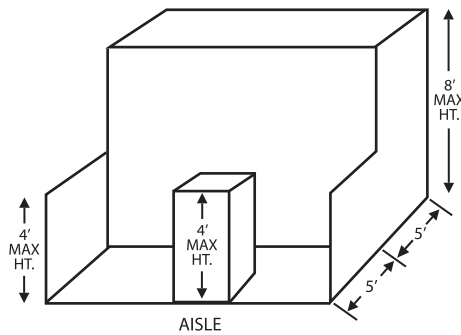
If you damage the turf, you pay for it!

EXHIBITOR DO'S & DON'TS

EXHIBIT CONSTRUCTION

Standard exhibit configuration is 10' square and multiples thereof. Exhibits may not exceed 8'3" 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. Display fixtures over 4' high must be confined to that area of the booth that is at least 5' from the aisle line. **NOTE: Displays 20'x20' or larger do not have an 8'3" height limitation.** (Read further in Exhibitor Do's and Don'ts for island signage limitations.)

STANDARD 10'X10' EXHIBIT GUIDELINES



A peninsula booth is an exhibit that is 20'x20' or larger with an aisle on three sides. All display fixtures over 4' in height and placed within 5 linear feet of a neighboring exhibit must be confined to the area within 5' of the center line to avoid blocking the sightline from the aisle. See picture below.

INTENT - Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to another 10'x10' booth. If you have any questions regarding exhibit design or configurations, please call Tammy at 314-817-5624.

PENINSULA BOOTH

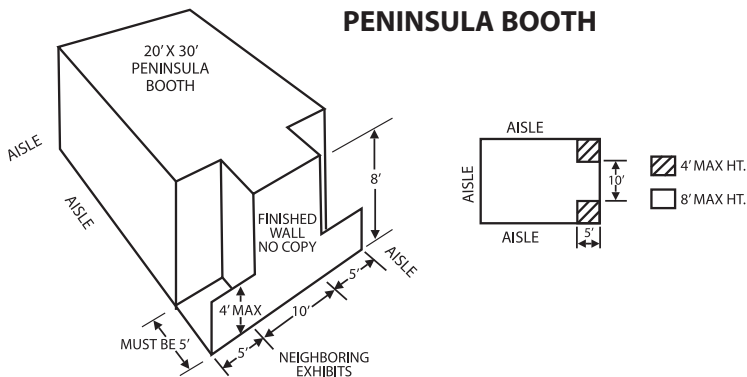


EXHIBIT FLOOR COVERINGS & TABLES

NO carpet tape or adhesive can be placed on the floor at this event. Tables will not be provided. If you need a table, booth display backdrop or other decorator items, use the form in the last section of this manual or call Heritage at 314-534-8500.

EXHIBIT ELECTRICITY

All electricity must be **pre-ordered from the HBA by February 21** using your exhibitor portal if this was not completed on the Exhibit Space Application. **On-site electrical orders will not be taken.** Electricity must be ordered by January 17 to receive the Advance Price. The price increases approximately 25% after this date. Contact Tammy Ridgley at 314-817-5624, RidgleyT@hbastl.com if you have questions.

NOTES: There is NOT an on-site electrician. You will have a 110 plug-in with your order and must bring your own extension cords and power strips if needed.

SIGNAGE

Signage must have the appearance of being professionally produced. **Signage height is limited to 8'3" for inline booths smaller than 20'x20'.** 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. Any signage/displays found in violation will need to be removed by the exhibitor.

NOTE: Feather flags and balloons are considered signage and above rules apply.

USE OF NON-INFLAMMABLE MATERIALS

Materials used in the exhibit hall **MUST** be non-inflammable to conform with Fenton Fire Department Fire Regulations. Cloth decorations must be able to pass a Fire Department flame test. Materials not conforming will be removed immediately at the exhibitor's expense.

EXHIBITOR DO'S & DON'TS

FIRE-RETARDANT REQUIREMENTS

If you are using a tent, it must be fire-retardant. All exhibits over 100 square feet with a solid roof must have a fire extinguisher in the exhibit. They must be designed porous to allow for the effective operation of building fire sprinklers. Major exhibit materials such as booth draping and table skirting must be treated with a flame retardant.

STAFFING EXHIBITS

Exhibits must be staffed during **ALL** show hours. Breaking down or moving out booths before the close of the show on Sunday is strictly prohibited. **There will be a \$400 fine for anyone that starts breaking down early. Exhibitors who do so will not be allowed in future HBA shows.** **NOTE: Exhibitors must stay within their booths. Working aisles is strictly prohibited. If you are working aisles and are asked to stop more than twice by Show Management, you will not be allowed to exhibit in future shows.**

MERCHANDISE DELIVERY ON SHOW DAYS

Merchandise deliveries for restocking can be made on Sunday from 8 - 9:30 am through the main public entrance. No labor will be provided. Be prepared to move your own merchandise to your booth.

CRATE & BOX STORAGE

The STL Athletic Center does not have crate/box storage areas inside the building. Exhibitors should be prepared to remove all boxes and crates from the building prior to the Show opening on Saturday. After the Show closes on Sunday, crates and boxes can be returned to the facility for repacking and move-out.

TRASH REMOVAL

STL Athletic Center does not have trash removal for exhibitors. You will be responsible for taking **ALL** of your trash for exhibit set-up and tear-down with you.

NO SMOKING POLICY

STL Athletic Center has a non-smoking policy in the building. **To smoke you must exit the building.**

CONSTRUCTION/PAINTING OF EXHIBITS

No sawing or painting of exhibits, signage, etc. is allowed inside the STL Athletic Center.

BAN ON HELIUM FILLED BALLOONS

A facility policy prohibits the use of helium filled balloons as giveaways.

PRIZE DRAWINGS

Show related prize drawings must be company owned or purchased merchandise. Vacation packages or other merchandise provided by an outside, non-exhibiting company may NOT be used as giveaways.

BOOTH MUSIC OR VIDEOS

By law, exhibitors that use copyrighted music must have the composer's or publisher's permission or be covered by a blanket license which can be purchased for the show from ASCAP and/or BMI.

FLOWERS & PLANTS

Exhibitors are encouraged to have plants in their booths. They may be purchased from a vendor of your choice.

FOOD SAMPLING

Food and beverage samples must be a product sold or manufactured by the exhibitor. Securing all necessary permits is the responsibility of the exhibitor. Exhibitors must follow all Fenton and St. Louis County Health Department guidelines. A Health Department temporary food establishment permit and fee must be sent to the Health Department prior to the Show. Information and forms can be found here: <https://stlouiscountymo.gov/st-louis-county-departments/public-health/food-and-restaurants/temporary-events/>



exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Contact HERITAGE, SHOW DECORATOR, for additional services, listed below.

If you need tables, booth display backdrop
or other decorator items or services,
call Heritage at 314-534-8500 to request forms:

Furniture / Tables Order Form

Accessories Order Form

Displays Order Form

Labor

Sign Service Order

Credit Card Authorization

Services Order Summary

Terms & Conditions

Exhibitor Appointed Contractors

Certificate of Liability

Third Party Authorization