

New Product Showcase Tabletop Extravaqanza

Reserve Your Table Top or Booth TODAY!

The 9th Annual
New Product Showcase
is Produced By:

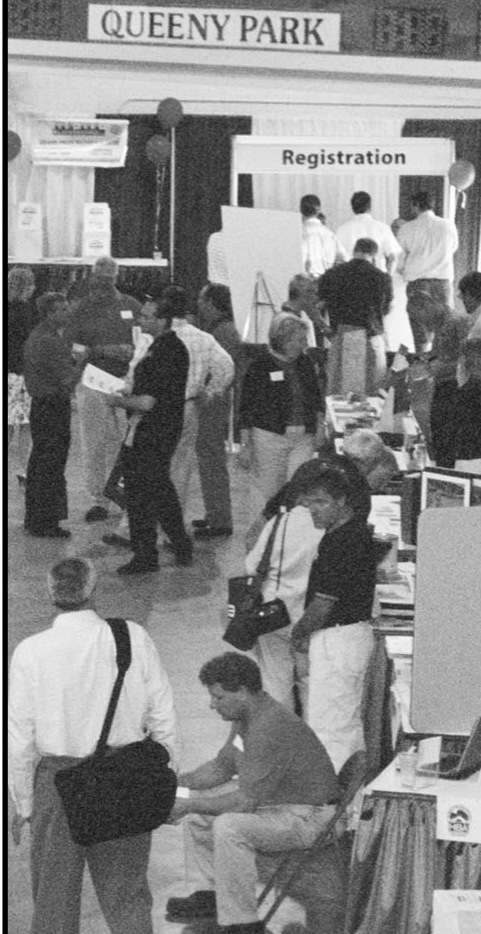
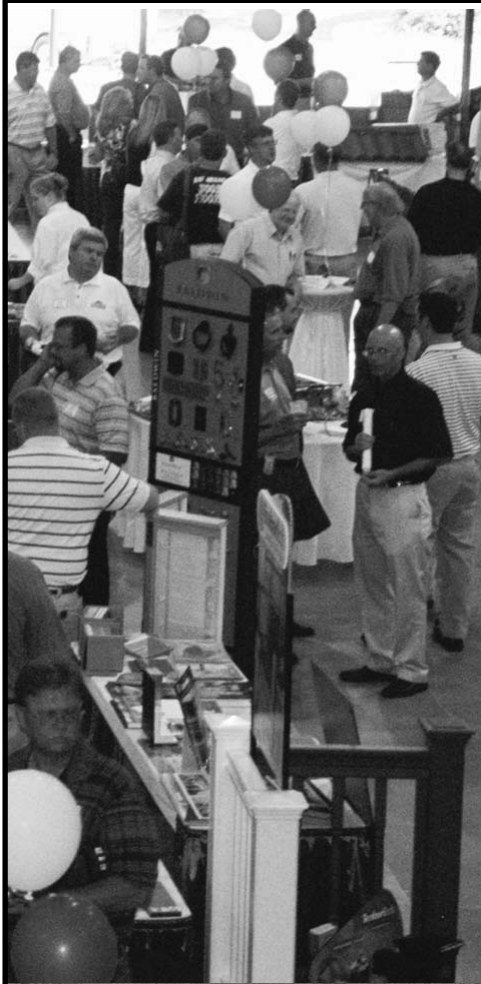


*Kelly Building Products &
Presented by: Appliance Solutions by Brock's/
Roth Distributing*

Wednesday, July 14, 2010
10 a.m. - 2:30 p.m.

Greensfelder Recreation
Complex - Queeny Park
(550 Weidman Road, Ballwin, MO 63011)

Show Floor! ABOUT THE SHOW



The 9th annual New Product Showcase Table Top Extravaganza is a single-day event produced by the Home Builders Association of St. Louis and Eastern Missouri.

This high-energy industry trade show offers trade partners and suppliers of the home building industry an opportunity to showcase products and services to area builders, remodelers, architects, general contractors and interior designers from around the St. Louis region. Whether you are in the window, door, siding, appliance, home warranty, title, insurance, 50+, green building business or any other aspect of the residential home building industry - you need to be in this show!

This industry trade show has attracted up to 275 targeted attendees in the past! Targeted attendees receive FREE admittance to see you, FREE parking, FREE food, FREE access to two high-profile seminars and chances to win cash!

Don't miss out - reserve your space today!

SHOW SCHEDULE

Tuesday (7/13)	Decorator Set-Up	8 am - Noon
	Exhibitor Set-Up	Noon - 4 pm
Wednesday (7/14)	Exhibitor Set-Up	8 - 10 am
	Show	10 am - 2:30 pm
	Lunch	11:30 am - 1:30 pm
	Exhibitor Move-Out	2:30 - 4 pm
	Decorator Tear-Down	2:30 - 4 pm

QUESTIONS?

Contact Renee Mincher at MincherR@hbastl.com or at 314-994-7700 x118.

9th Annual New Product Showcase Table Top Extravaganza

Produced by the HBA of St. Louis & Eastern Missouri

Wednesday, July 14, 2010 (10 a.m. - 2:30 p.m.)

Greensfelder Recreation Complex (550 Weidman Road, Ballwin, MO 63011)

RESERVING EXHIBIT SPACE

8' Table Top Displays (\$295) Include:

- 7" x 44" Company ID Sign
- One Directory Listing
- One 8' Skirted Table and One Chair
- One Exhibitor Pass (includes show/seminar admission, one lunch and two soda/water tickets)
- 3' Back Drape
- St. Louis HBA Builder Mailing List*
- NPS Attendee List

10' x 10' Booths (\$400) Include:

- 7" x 44" Company ID Sign
- One Directory Listing
- One 6' Skirted Table and Two Chairs
- Two Exhibitor Passes (includes show/seminar admission, two lunch and two soda/water tickets each)
- 8' Back Wall Drape
- 3' Side Rail Drape
- St. Louis HBA Builder Mailing List*
- NPS Attendee List

Note: The St. Louis HBA Builder Mailing List is to be used to promote your participation at the show. Please note show location, time and your booth number on your promotional materials. The HBA makes every effort to promote this event and attract attendees to this event however, it is also the exhibitor's responsibility to promote their presence at this show to attract prospects, current and former clients to the show as well.

Add \$50 premium for a corner booth. Larger booths are available upon request. Additional passes can be purchased at a discounted rate at \$20 each (includes show access, lunch and two soda/water tickets).

SPECIAL RECOGNITION

SPONSORSHIPS

\$1,000 Presenting Co-Sponsor (2 maximum)

Includes: 8x20 booth, signage at event entrance, company name or logo in all event marketing, full page ad in the show directory and four exhibitor passes

\$250 Bags (1 maximum)

You provide 250 bags. Company name/logo in the show directory and two show passes.

\$250 Beverage (6 maximum)

Includes: Company name/logo on sign at beverage station, name or logo in the show directory and two show passes.

\$250 Food (6 maximum)

Includes: Company name/logo on sign at food area, name/logo in the show directory and two show passes.

Please e-mail logo to MincherR@hbastl.com in a .tif or .eps file format upon reservation for immediate recognition.

SHOW DIRECTORY ADVERTISING

\$100 Inside Front Cover (7.5"w x 10"h)

\$100 Back Cover (7.5"w x 10"h)

\$85 Full Page (7.5"w x 10"h)

\$65 Half Page (7.5"w x 5"h)

\$40 Quarter Page (3.75w" x 5"h) *Send me your business card and I'll create your ad for free!*

Ads must be e-mailed to MincherR@hbastl.com and supplied in .pdf, .eps, .tif, .jpg or .gif file, B&W format no later than June 11, 2009.

There is a 20% upcharge for all non-exhibiting advertisers.

Networking!



Education!



2010 New Product Showcase Table Top Extravaganza Rules & Regulations

Space Contracts

To apply for exhibit space, exhibitor must complete and return one copy of the contract to the HBA of St. Louis and Eastern Missouri. Before contracts can be accepted, contract must be signed, dated and accompanied with deposits or payments as stated on the contract; however, if contract is not received by HBA Staff, any monies paid will be contract-binding and exhibitor, sponsor and advertiser automatically accepts rules and regulations as part of this contract.

Payments/Cancellation Policy

The exhibitor specifically recognizes and acknowledges that the HBA of St. Louis and Eastern Missouri as Show Management will be harmed if the exhibitor cancels exhibit space after it has been assigned and confirmed by Show Management. Any exhibitor leasing space who cancels such space shall forfeit deposits and monies already paid and all rights to exhibiting in the show. Any exhibitor who fails to make the payment required by this agreement or who cancels such space shall forfeit all monies paid and all rights in and to the use of the contracted exhibit space. Such exhibitors shall have no right to a listing in the Show Directory. Show Management shall have the right to dispose of the released space in such way as it may consider in its best interests (including re-sale of such exhibit space without any liability on the part of Show Management). Sponsorship and advertising monies are also non-refundable.

Sound Control

The use of loud speakers, radios, television sets, operating machinery, or any other apparatus which is of sufficient volume disturbing neighboring exhibitors will not be permitted. Public address systems used to attract the attention of people passing in front of your display will not be permitted. The sound from any and all audio presentations, equipment demonstrations, or any other booth activity must not spread beyond the immediate area of the display. Exhibitors must follow all ASCAP and BMI Regulations and pay licensing fees as needed.

Decorator Services

Paramount Convention Services, Inc. is the official show decorator. Show Management will only handle orders for tables, chairs and carpet.

Electrical Equipment

Electrical wiring and equipment installation must conform to the St. Louis County electrical codes. The electrical general foreman is obligated to refuse connections where wiring is not in accordance with these codes.

Electrical and Other Utility Services

Electrical service, if needed, is limited and must be ordered and paid for directly through the Show Management.

Security

The HBA Show Management will provide volunteer supervision during exhibitor move-in, move-out and during show hours. Any and all additional security measures must be provided by the exhibitor. Neither the Home Builders Association of St. Louis and Eastern Missouri, the Greensfelder Recreation Complex nor Paramount Convention Services or their agents will be responsible for any personal injury to the exhibitor or his agent, for the safety of displays against robbery or damage by fire, accidents or other causes. The exhibitor is urged to take all such steps, measures and precautions as may be necessary to protect itself, its agents, representatives, employees and guests, as well as its displays and property against all possible injury, damage, loss and destruction at the Show, after show hours, during move-in or move-out and after move-in and move-out hours.

Sub-letting Space

No exhibitor shall assign, sub-let or apportion the whole or any part of the space allotted to it. No exhibitor shall exhibit any other goods, apparatus, material or service that is not manufactured or distributed by the exhibitor in the regular course of their business or allow any other person or party to do so. Violation of this rule shall be cause for eviction without refund or compensation.

Care of Building and Displays

The Greensfelder Recreation Complex prohibits any attachments or installation of materials of any kind in the walls, ceilings, columns, floors, or other common areas of the Greensfelder Recreation Complex, inside or outside. Exhibitors may not mark, damage, or otherwise deface any part of the building or property belonging to the Greensfelder Recreation Complex. Exhibitors will be responsible for any damage done to the building by them, their agents or employees. All property destroyed or damaged by exhibitors must be replaced in its original condition by the exhibitor or at the exhibitor's expense. Walls, woodwork and floor of the building must not be defaced or altered in any manner whatsoever.

Location of Displays

Show Management reserves the right to alter the assigned location of exhibitors and the displays or aisles as shown on the official floor plan, if deemed in the best interest of the show. Due to the high number of companies exhibiting similar or related product lines, Show Management cannot guarantee that a company exhibiting similar products (including an exhibitor's competitor) will not be located in a nearby or adjoining booth space.

Limitation of Liability

Under no circumstances shall Show Management or the Greensfelder Recreation Complex be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Show Management's maximum liability under any circumstances exceed the amount actually paid to Show Management by Exhibitor for exhibit space rental pursuant to this Agreement. Show Management makes no representations or warranties, express or implied, regarding the number of attendees to the Show, or regarding any other matter.

Indemnification

Exhibitor and its agents shall on a current basis indemnify, defend (with legal counsel satisfactory to Show Management), and hold harmless the Home Builders Association of St. Louis and Eastern Missouri, the Greensfelder Recreation Complex, and their respective, from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees, and expenses which result from or arise out of or in connection with: (1) Exhibitor's participation or presence at the Show; (2) any breach by Exhibitor of any agreements, covenants, promises, or other obligations under this agreement; (3) any matter for which Exhibitor is otherwise responsible under this agreement; (4) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret, or other proprietary right; (5) any libel, slander, defamation, or similar claims resulting from the actions of Exhibitor; (6) harm or injury (including death) to Exhibitor, its officers, directors, employees, agents, contractors, or guests; and (7) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance, or otherwise.

Eventualities

In the event a disturbance, including but not limited to, acts of God, regulations or orders of governmental authorities; fire, flood or explosion; war, disaster, civil disorder (including labor disputes or demonstrations of any kind), acts of terrorism or other violence, curtailment of transportation facilities, or other emergency, makes it illegal or otherwise impractical for the HBA of St. Louis and Eastern Missouri, Show Management or the Greensfelder Recreation Complex to provide the facilities or services contracted herein, this Agreement shall terminate without further obligation on the part of any party hereto. In the event of postponement or disruption of the New Product Showcase for any cause beyond the control of the HBA of St. Louis and Eastern Missouri as Show Management, the HBA of St. Louis and Eastern Missouri shall have no obligation to exhibitors. Settlement by adjustment may be made to each exhibitor on a pro rata basis (not to exceed 25 percent) for routine commitments that it has found necessary to make for initial organization work. The exhibitor hereby waives any and all claims against HBA of St. Louis and Eastern Missouri as Show Management for damages or compensation due to cancellation or postponement of the show pursuant to this paragraph.

Insurance

Exhibitor shall, at its own expense, secure and maintain through the term of this contract (including move-in and move-out days) the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Non-compliance with the insurance requirements/obligations noted below shall be grounds for cancellation of all exhibit space by Show Management with no refunds whatsoever due to Exhibitor or its agents. (A) Workers' Compensation Insurance; (B) Comprehensive General Liability Insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); (C) Automobile Liability Insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators. Comprehensive General Liability and Automobile Liability Insurance policies shall name as additional insureds the Home Builders Association of Greater St. Louis and Eastern Missouri, its Directors, Officers, Members, Employees and Agents. Copies of additional insurance endorsements, primary coverage endorsements and complete copies of policies, satisfactory to Show Management, shall be furnished to Show Management. At a minimum, certified copies of the Certificates of Insurance or policies shall be provided sixty (60) days before the first day of the Show and may not be cancelled, replaced or amended without 30 days advance notice to Show Management.

Assumption of Risks and Release

Exhibitor and its agents expressly assume all risks associated with, resulting from, or arising in connection with Exhibitor's participation or presence at the Show, including, without limitation, all risks of theft, loss, harm, damage, or injury to the person (including death), property, business, or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, or otherwise. Exhibitor has sole responsibility for its property or any theft, damage, or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither the Home Builders Association of St. Louis and Eastern Missouri, Show Management nor the Greensfelder Recreation Complex accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. The Home Builders Association of St. Louis and Eastern Missouri and the Greensfelder Recreation Complex shall not be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages, and liabilities described in this paragraph.

Right of Entry and Inspection

Show Management or its designee shall retain the right and unfettered discretion at any time to enter the leased area occupied by exhibitors and to inspect any material distributed or made available in the leased area.

Attendance

The HBA of St. Louis and Eastern Missouri as Show Management will make reasonable attempts to attract qualified attendees to the show but does not guarantee specific volumes or levels of attendees. All exhibitors are strongly encouraged to invite their own prospects to compliment established show marketing.

Dispensing of Food/Beverage

Dispensing of food or beverages from the booth must be approved by the Show Management prior to the commencement of the show.

Exhibit Regulations

All in-line booths shall have 8' height back line restrictions unless written approval of an exception is granted by Show Management. Booths cannot have a siderail taller than 4' high, 4' out from your backwall. Typical siderail height is 3' high. Helium balloons, smoke and/or fog-producing machines, live animals of any kind (excluding Service Animals), woodburning fireplaces and propane tanks are prohibited at all times.

Booth Equipment and Furnishings

Exhibitors may utilize standard display equipment which is furnished by the show decorator-Paramount Convention Services: rear drape (8' high) and two side rails (3' high) will be provided for all in-line booths, a 7' x 44" sign with exhibitor's company name and booth number and a 6' skirted table and two chairs-if requested by deadline set by Show Management. Additional furnishings (carpet, trash can, etc.) can be rented through Show Management.

Installation and Removal of Exhibits

Complete details regarding the installation and removal of exhibits shall become part of these contract documents. No exhibits may leave the building at any time after installation until the final closing of the Show unless special permission is obtained in writing from Show Management. No exhibits may be removed from the building until all bills accruing against the exhibitor are fully paid or credit is approved by the creditor. In case of attachments or other legal proceedings affecting the exhibit, the exhibit shall forthwith become the property of Show Management. Exhibitor and its agents agree to indemnify, defend and hold harmless Show Management, its officers, directors, members, employees, and agents from any and all liability, claims, or expenses of any kind whatsoever, including legal fees and costs, arising out of or in connection with such claims.

Fire Regulations

All materials used in the exhibit hall MUST be non-flammable to conform with the Fire Regulations of all applicable Federal, State and Municipal building and fire codes. No combustible decorations including, but not limited to, crepe, tissue, cardboard or corrugated paper shall be used at any time.

Governing Law and Forum

This agreement shall be governed by, construed and enforced according to the laws of the State of Missouri. The parties hereby agree to submit themselves to the personal jurisdiction of the courts of the State of Missouri, which shall be the exclusive venue for any disputes relating to this agreement. Notwithstanding anything to the contrary herein, Exhibitor and its agents agree that this Agreement is subject to the terms of a Lease Agreement between Show Management and the Greensfelder Recreation Complex under which Show Management has leased the premises of which the Show space herein lot is a part. Exhibitor agrees to be bound by all additional terms and conditions thereof as to the use and enjoyment of the premises.

New Product Showcase "Table Top Extravaganza" Contract

Wednesday, July 14, 2010 * 10 a.m. - 2:30 p.m.

1. Select Booth Type (Check all that apply. Location will be assigned by the HBA. We will try to meet requests as best as we can.)

****ADD \$50 PREMIUM FOR EACH CORNER OF A CORNER BOOTH**** Larger booths are available upon request.

- 8' Table Top (\$295) 10' x 10' Booth (\$400) 20' by 25' Outdoor Space (\$295)

2. Electricity (Payable at time of reservation - Please check if needed. Electric must be ordered by July 9, 2010.)

- YES, I will need regular 110 volt electrical service for my booth for \$35. (Electricity only available in select booth locations.)

3. Chairs (Payable at time of reservation. Note: Table top displays already include one chair and booths include two chairs.)

Do you need any additional chairs for \$10 each? If so, how many? _____

4. Sponsorships (Payable at time of reservation)

I've read the details on the NPS Sponsorships section of the prospectus and would like to choose the following:

- Presenting Co-Sponsor (\$1,000) Food (\$250) Beverage (\$250) Bags (\$250)

5. Advertisements (Payable at time of reservation)

I would like to place the following advertisement(s):

- Inside Front Cover (\$100) Back Cover (\$100) Full Page (\$85) Half Page (\$65) Quarter Page (\$40)

6. Additional Exhibitor Passes

Table Tops include one exhibitor pass; booths include two exhibitor passes; additional passes are \$20 each.

I will need _____ additional exhibitor passes at \$20 each. Note: You can also sign up for these at a later date.

7. My company provides the following products/service(s): _____

8. Please complete the following information: (please print)

Contact Name: _____
Company Name: _____ (as it should appear on sign, in show directory and on official website)
Address: _____
City, State & Zip: _____
Phone: (____) _____ Fax: (____) _____
Email: _____ Website: www. _____
You may send a check to the HBA office (address below) or complete the credit card information below. Receipt mailed to cc holder.
Name on card: _____ Billing Address for card: _____ (where the bill is received)
CSC Code: _____ Day Phone#: (____) _____ (Last set of 3- or 4-digit numbers on back of card Note: AMEX is on front of credit card)
Card Type: MC VISA AMEX DISC Card #: _____ Exp. Date: _____
AMOUNT TO BE CHARGED/AMOUNT ENCLOSED: \$ _____ Signature: _____

9. Read & Sign.

By signing this contract, I agree and acknowledge that I have received, read and understand all the provisions of the 2010 New Product Showcase "Table Top Extravaganza" Rules and Regulations as published in this prospectus. The show prospectus shall also be apart of this contract. Note: all monies paid are non-refundable.

Signature: _____ Date: _____

Questions? Contact Renee Mincher at
Email: MincherR@hbastl.com
Phone: 314-994-7700 x118
Web: www.stlhba.com/memberevents/
newproductshow

Please return contract and payment ASAP to:
Home Builders Association of St. Louis & Eastern MO
10104 Old Olive Street Road
St. Louis, MO 63141 or you may fax this to: 314-991-5731

HBA OFFICE USE ONLY
Booth #: _____
Entered: _____

