



## 2021 *Interactive* Home Improvement Expo

May 22, 2021 | 10-3

*Walworth County Fairgrounds, 411 E Court St, Elkhorn, WI  
North Exhibit Hall, Courtyard & Green Space*

The Lakeland Builders Association is excited to present *NEW* options for the 2021 Home Improvement Expo. Visitors need a bigger reason to attend the event in-person or participate online. This Expo will combine the excitement of home improvement with the tremendous opportunities of careers in the trades. The goal is to create a high level of enthusiasm for current home improvement while demonstrating the potential of the career that gets that job done.

At this Expo, exhibitors will offer an interactive, hands-on activity in their booth that not only presents their product, but also demonstrates the excitement of their trade. Space is available indoors and outdoors. The outdoor space is designated for large equipment, trucks, cars or other vehicles for a "Touch a Truck" exhibit and demonstration area. Necessary precautions related to Covid-19, will be in place for a safe event based on local and state guidelines.

### REGISTRATION & EXHIBITOR CONTRACT

LBA Members will receive preference for booth/table space prior to 4/1/2021. No refunds after 5/5/2021.

EXHIBITING COMPANY NAME: \_\_\_\_\_

CONTACT PERSON (*person who should receive Expo communication*): \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ MOBILE \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

DESCRIPTION OF IN-PERSON EXHIBIT/ACTIVITY \_\_\_\_\_

☐ WILL EXHIBIT IN-PERSON & VIRTUALLY ONLINE ☐ WILL EXHIBIT VIRTUALLY ONLINE ONLY

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

*I have read and agree to the terms and will abide by the rules of this contract. Submit this page with next page.*

**Lakeland Builders Association**

1560 N Country Club Pkwy • Elkhorn, WI 53121 • 262-723-2908 • [www.lakelandba.com](http://www.lakelandba.com) • [info@lakelandba.com](mailto:info@lakelandba.com)

COMPANY NAME \_\_\_\_\_

## EXHIBITOR WORKSHEET

To be submitted with previous AND following page

### EXHIBITOR SELECTIONS:

☐ **INDOOR BOOTH In-person & Virtual** (see virtual description below)

10' wide x 6' deep space at in-person event plus virtual booth online

Member \$400 each | Non-Member \$750 each

☐ **Premium Indoor Booth** Each Additional (SEE LAYOUT ON PG 6)  
\$100 Member | \$250 Non-Member

☐ **INDOOR TABLETOP SPACE In-person & Virtual** (see virtual description below)

8' wide x 4' deep space, includes 6' table (order skirting separately) and 2 chairs for in-person event plus virtual booth online

Member \$250 each | Non-Member \$600 each

☐ **Premium Indoor Tabletop Space** Each Additional (SEE LAYOUT ON PG 6)  
\$100 Member | \$250 Non-Member

☐ **OUTDOOR BOOTH In-person & Virtual** (see virtual description below)

20' wide x 20' deep space FOR LARGE EQUIPMENT/TRUCKS/VEHICLES for in-person booth plus virtual booth online

Member \$250 each | Non-Member \$600 each

### INCLUDE MY IN-PERSON BOOTH IN THE FOLLOWING:

☐ **TRIVIA BOOTH CRAWL**      ☐ **KIDS SCAVENGER HUNT**

Prizes will be awarded to Expo visitors answering Trivia questions about participating exhibitors. Prizes will be awarded to kids finding Expo clues. Prizes are provided by participating exhibitors; 25 or more items requested for each event.

**In-Person Booth Location Preference:** See layout on page 6

1<sup>st</sup> Choice: \_\_\_\_\_ 2<sup>nd</sup> Choice: \_\_\_\_\_ 3<sup>rd</sup> Choice: \_\_\_\_\_

☐ **VIRTUAL BOOTH ONLY (included with all in-person booths)**

**On the LBA website May 22-Sept 15, 2021.** Includes logo, company name and contact information with links to email and website, description, company/product photo or video (link or embedded), up to two PDF brochures/handout links. Materials due May 5, 2021. Member \$150 | Non-Member \$500

### OPTIONAL IN-PERSON EVENT ITEMS:

#### ADD TABLE TO IN-PERSON BOOTH and/or SKIRTING FOR ANY TABLE

- ☐ 6' Banquet Table \$25 ea in advance (\$55 day of show).
- ☐ Skirting for 6' Banquet Table \$25 ea in advance (\$55 day of show).
- ☐ 30" round x 40" tall, round, pub table \$25 ea in advance only
- ☐ Skirting for pub table \$25 ea in advance only

#### ADD CHAIR(S) TO IN-PERSON BOOTH

- ☐ Standard Chair \$10 ea in advance (\$25 day of show)
- ☐ Standard Bar Stool \$14 ea in advance (\$35 day of show)

### OPTIONAL VIRTUAL ADD-ON:

☐ **ADD INTERACTIVE 3-D VIRTUAL TOUR** \$350 each (Must be requested no later than April 15, 2021 to allow for tour creation.) Photographer will be scheduled for a session to create a digital 3-D tour of your showroom, completed home or remodel project (there are some limitations on exterior photography and 3D technology). The link & embed code to the completed 3D tour will be posted for the Expo during the designated time and available for the exhibitor for up to one year. Hosting can be renewed with photographer to keep the tour live after a year.

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## **MEMBERSHIP**

☐ **JOIN LBA! And receive a 3-IN-1 MEMBERSHIP \$515** (save \$75, regular price \$590, new member offer only)

Includes benefits of Lakeland Builders Association, Wisconsin Builders Association & National Association of Home Builders with networking, free DSPS education credits, legal hotline, contract forms, product savings/rebate programs, industry representation in Madison and Washington DC for protection of business rights and more.

*Separate application form required. Available on the LBA website under Membership.*

## **CREDIT**

**LBA MEMBER SOCIAL EVENT WINNER or SPONSOR CREDITS**

## **PAYMENT**

\_\_\_\_\_ **PAYMENT IN FULL** with contract by 5/5/2021

\_\_\_\_\_ **PAYMENT PLAN** with contract prior to 5/5/2021

- DUE With contract: \$150 Deposit
- 50% of balance due: 4/5/21
- Balance due: 5/5/21

\_\_\_\_\_ **Check Enclosed**

Make check payable to: Lakeland Builders Association

Mail to: 1560 N Country Club Pkwy; Elkhorn, WI 53121



\_\_\_\_\_ **Pay by Credit Card Online:**

Make your payment by credit card online on LBA's website.

<https://www.lakelandba.com/home-improvement-expo>

## **FEE CALCULATION**

### **BOOTH PRICE**

INDOOR / OUTDOOR

VIRTUAL ONLY (circle one)

+\$ \_\_\_\_\_

### **TABLETOP PRICE**

+\$ \_\_\_\_\_

### **PREMIUM BOOTH or TABLETOP**

+\$ \_\_\_\_\_

### **OPTIONAL ITEM PRICES**

TABLE IN BOOTH

SIZE: \_\_\_\_\_

+\$ \_\_\_\_\_

SKIRTING FOR TABLE

SIZE: \_\_\_\_\_

+\$ \_\_\_\_\_

CHAIR(S) IN BOOTH

TYPE/QTY: \_\_\_\_\_

+\$ \_\_\_\_\_

3D VIRTUAL TOUR

+\$ \_\_\_\_\_

MEMBERSHIP DUES

+\$ \_\_\_\_\_

CREDITS

-\$ \_\_\_\_\_

**TOTAL DUE** \_\_\_\_\_

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## 2021 LBA HOME IMPROVEMENT EXPO - RULES & REGULATIONS

**EXHIBITOR BOOTH PRIORITY PROTOCOL** - Exhibitor space will be assigned on a first come, first served basis. Preference for booth space will be given to LBA Members who have submitted contracts by April 1, 2021. Non-Member and remaining exhibitor space will be assigned beginning April 2, 2021 on a first come, first served basis. LBA reserves the right to alter space assignments for the best interest of the event.

### **INSTALLATION OF EXHIBITS –**

**Load in is by appointment only.** Sign up for load-in times will be available after May 5. Installation of exhibits begins Friday, May 21 at NOON and must be completed by either Friday, at 5 pm or completed on Saturday from 8:30 am to the 10 am show opening. If additional set-up time is needed, email the LBA office.

The largest door opening/entry is 96" wide" x 82" high. The maximum height inside the North Hall is 8-1/2'. Please prepare your booth accordingly. Drapes will only be placed down the middle of the 8' side of tabletop exhibits. No other drapes will be provided but can be rented. Booth signage will be the responsibility of the exhibitor.

The flooring in the North Hall is concrete. Exhibitors are able to provide their own floor covering or rent floor covering from LBAs Expo vendor.

Exhibitor represents and warrants that the exhibitor will have taken all steps reasonably necessary to ensure the sound engineering and structural integrity in its exhibit design and the proper construction and safety of the exhibit itself, as erected.

**WATER EXHIBITS ARE ALLOWED** - *There may be electrical connections on the floor.* A proper plan must be established to avoid spillage to other exhibits and clean-up of the floor overall.

**EXHIBITORS MAY SELL PRODUCTS RELATED TO THEIR BUSINESS.** Exhibitors may sell products in their booth that do not take away from the integrity of the Expo as a whole. Appropriate Wisconsin permits, forms and taxes are the responsibility of the exhibitor.

**USE OF SPACE** - All demonstrations or other exhibitor promotional activities must be confined to the designated space of the exhibit booth. No part of the exhibit may extend outside of the designated envelope of exhibit

space or beyond the front line of the exhibit space into the public walkway or air space of the aisle. Any Exhibitor having an exhibit that extends outside of the designated exhibit space may be assessed an additional penalty equal to the cost of the Exhibitor's booth, payable in full by the opening of the Expo.

Tabletop spaces are limited to only what will fit on the top of the provided table.

Exhibitors shall neither assign, sublet, nor apportion the exhibit space or any part of space contracted for nor exhibit any goods, services, apparatus, advertising, signs, etc., other than those manufactured or sold by exhibitor in the regular course of business, unless given permission to do so by the Expo Committee.

**ELECTRICAL SERVICE**- There is no charge for use of 110-volt–10 amp maximum- electrical connections. One electrical outlet with two plugs is shared by two booths. Exhibitors must provide their own extension cords and/or power strips from the power source to their booths AND must appropriately cover any chords in the public walkway to avoid tripping hazards.

**PROPANE**- Propane is not allowed.

**WI-FI**- Research is being done to provide Wi-Fi in the North Exhibit Hall. Exhibitors should have a backup plan to bring an alternate Hot-Spot or other Wifi source should Wifi not be available.

**SOUNDS** – With demonstrations and activity in booths, it is inevitable that there will be noise that can be heard outside each booth. Exhibitors are asked to keep their exhibiting neighbors in mind when planning their activity.

**NO SMOKING** – Smoking is only allowed in designated smoking areas.

**FOOD & BEVERAGE**- Food trucks with public seating, will be set up in the courtyard of the North Exhibit Hall for purchase of food and beverage during the event. No alcohol will be allowed at the Walworth County Fairgrounds.

### **IN-PERSON EXPO GUIDELINES**

Local and State guidelines related to Covid-19 will be followed based on current information. If necessary, signage will be posted, number of visitors limited indoors, hand sanitizer available and masks recommended for

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visitors and indoor exhibitors with one way movement established indoors.

**REMOVAL OF EXHIBITS/HOUSEKEEPING** - Exhibitors are responsible for housekeeping inside their exhibit space and to the centerline of all aisle-ways surrounding their exhibit. For the convenience and safety of Expo attendees, all exhibits must remain set up until the official closing of the Expo. NO exhibit shall be dismantled or removed from the exhibit area, nor any literature or other items used during the Expo put away or removed, prior to the closing of the Expo at 3 PM on Saturday. Failure to comply with these regulations will result in a fine of \$100. After 3 PM, Exhibits must be completely dismantled and removed. Exhibit space is to be cleaned up by 6 PM.

**LIABILITY/INSURANCE/FIRE PREVENTION** - ALL exhibitors will be required to obtain and furnish LBA with a CERTIFICATE OF INSURANCE for general liability to protect against potential claims arising out of the operation of the exhibit. Neither LBA, the Expo Committee, Walworth County Fairgrounds, nor any officers, staff, directors, or board members of the above shall be responsible for the safety of the property of the exhibitors from theft, strikes, or damage by fire, storms, water, vandalism, or other causes unless caused by their own acts of negligence. All booth decorations must be flame-proof and all hangings must clear the floor. No balloons, air or helium, are allowed. Electrical wiring must conform to the National Electrical Code Safety Rules. Should inspection indicate that any Exhibitor has neglected to comply with these regulations or otherwise incurs a fire hazard, the right is reserved to cancel all or such part of that exhibit as may be irregular. LBA undertakes no responsibility for insuring compliance with safety code.

**RESTRICTIONS OF OPERATION OF EXHIBITS** - LBA reserves the right to restrict exhibits which, because of method of operation, materials, or for any other reason, become objectionable, and to prohibit or evict any exhibit that may detract from the general character of the Expo as a whole. This reservation includes persons, things, conduct, printed material, or anything the Expo Committee determines to be objectionable to the exhibit or the Expo. In the event of such restriction or eviction,

the Expo is not liable for any refunds of rentals or other exhibit expense. In the event the Exhibitor fails to fulfill his contract, the Expo shall retain all exhibit fees and deposit money.

**CONTRACT CANCELLATION/REFUNDS** – Contract cancellations received prior to 5/5/21 will receive a partial refund of monies received less \$150. There will be no refunds for contracts cancelled after 5/5/2021.

**IN THE EVENT THE HOME IMPROVEMENT EXPO IS NOT HELD** - If the Expo is not held for any reason, the Exhibitor fees shall be returned. Return of the money shall extinguish any liability of the Home Improvement Expo and/or Lakeland Builders Association. Exhibitors will have the option to exhibit virtually at the virtual price and continue with an LBA membership. 3D virtual tours with completed photography will not be refunded. Links and embed codes will be shared and available as stated above.

**VIOLATIONS** - Any Exhibitor found in violation of a rule or regulation will receive a verbal warning from the Expo Committee and will be given one opportunity to correct the violation. Any violation not immediately corrected will result in loss of participation for the following year and/or a fine of \$100. Any Exhibitor having an exhibit that extends outside of the designated exhibit space may be assessed an additional penalty equal to the cost of the Exhibitor's booth, which must be paid in full by the opening of the Expo. Violations not corrected may also result in eviction and suspension of right to exhibit in future Expos.

**These rules & regulations are part of the contract between the Exhibitor and the LBA Home Improvement Expo** and have been formulated for the best interests of all concerned. The Expo Committee respectfully asks for the full cooperation of exhibitors in the observance of the regulations and rules.

The Expo Committee shall make the final decision on all matters of general policy or other matters not otherwise covered in this contract.

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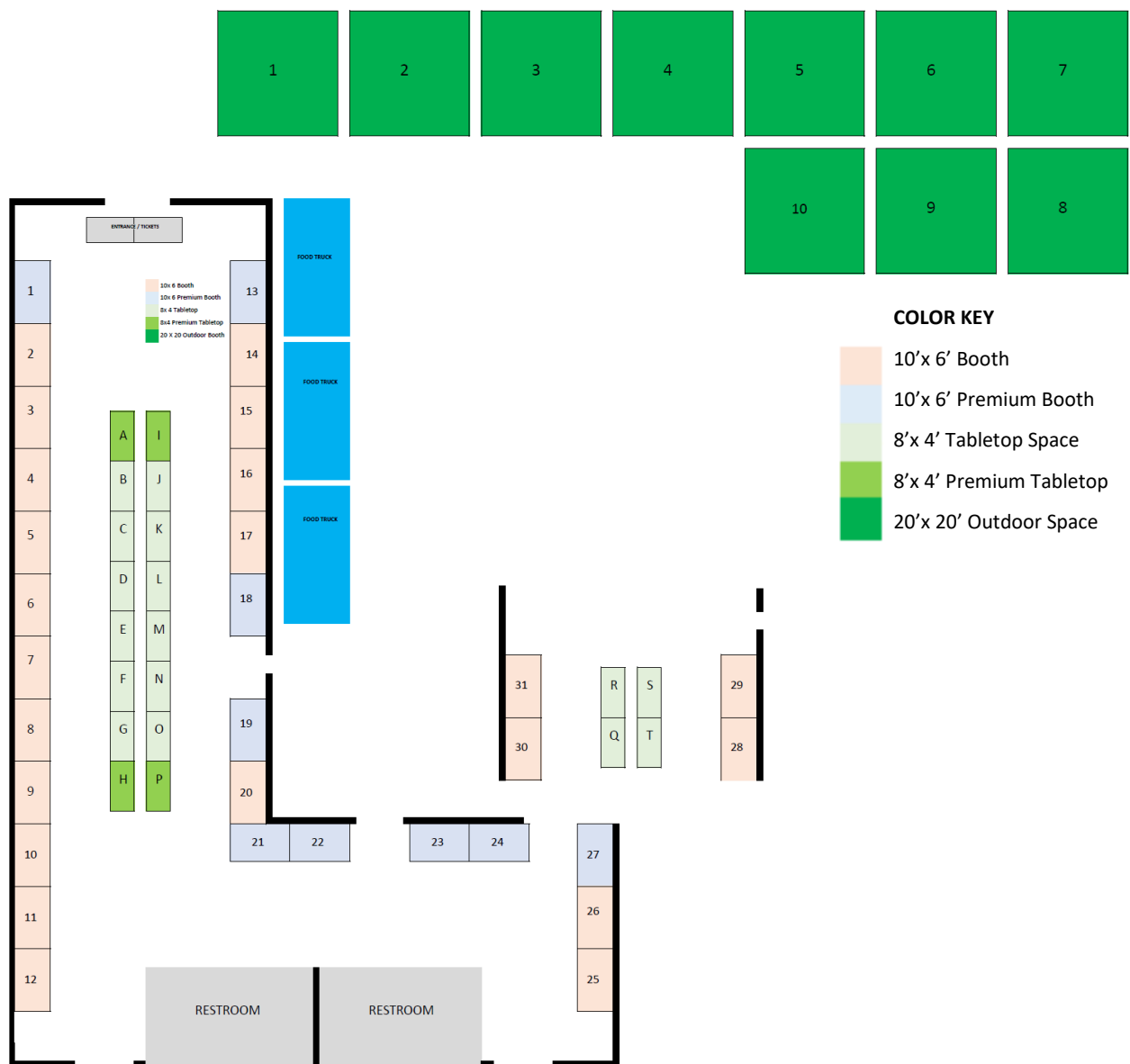


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## BOOTH LAYOUT



Food & Beverage provided by Food Trucks in the Courtyard

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## GROUPS LAYOUT



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