



2022 Exhibit Space Application - The Iowa City Area HBA Home Show

The Greater Iowa City Area Home Builders Association

Hyatt Regency Coralville Hotel & Conference Center

Friday, Feb. 18, 2022 ■ 5 p.m. - 8 p.m.

Saturday, Feb. 19, 2022 ■ 10 a.m. - 5 p.m.

Sunday, Feb. 20, 2022 ■ 10 a.m. - 4 p.m.

Exhibitor Information

Company Name _____ Billing Contact Person _____

Move - In Contact Person _____ Email _____

Mailing Address _____ City, State, Zip _____

Phone _____ Mobile _____

Website _____

Categories for listing in Home Show Magazine and Website: _____

Products and Services Displayed: _____

Preferred Booth Size (Specify if End Cap or Corner): _____

LOVE IOWA - We will continue an Iowa Products Display at the entrance this year. Please list any Iowa manufactured/made products you plan to showcase at The Home Show. Specify which products will be included in the display at the entrance.

Prize at Booth: _____ Prize on Website: _____

BY SIGNING THIS APPLICATION YOU ARE RESERVING YOUR SPOT IN THE 2022 HOME SHOW. DO NOT SIGN THIS APPLICATION UNTIL YOU HAVE READ THE COMPLETE APPLICATION AND AGREE TO PAYMENT TERMS LISTED ON PAGE 2. RULES AND REGULATIONS ARE ATTACHED.

Exhibitor shall rent from the HBA a booth assigned by the HBA of the same size as the booth preference stated above for display purposes at the Show. However, the HBA in its sole discretion, and at no additional costs to Exhibitor, may substitute different space of equal size or larger size.

Exhibitor shall pay the HBA the booth price designated in the information packet. The balance is due upon receipt of the application or no later than **Jan. 14, 2022**. If the Exhibitor fails to make payment by the due date, the space and any rights to display an exhibit shall be forfeited, with all amounts previously paid by the Exhibitor retained by the HBA. Exhibitor shall comply with all Rules and Regulations of the Show, which are attached hereto and incorporated herein by reference, and also with such other Rules and Regulations that may be adopted from time-to-time by the HBA. If Exhibitor does not comply with the provisions of this Application or the Rules and Regulations, the HBA may pursue all rights and remedies available under the law. THE UNDERSIGNED ACKNOWLEDGES HAVING READ THE RULES AND REGULATIONS.

Indemnification and Waiver: The Greater Iowa City Area Home Builders Association (the "Association") shall have no responsibility or liability for any injury, loss including theft (Damage or liability to Exhibitor or any related individual or party or visitors to its exhibit). Exhibitor shall indemnify and hold the Association, its employees, officers, directors, organizers, sponsors, promoters, agents, volunteers, their representatives and successors, and all other persons connected with the Association, harmless against any and all liability, loss, damages, demands, suits, causes of action or expenses, including attorneys fees, the Association may incur, suffer or be required to pay in connection with the defense or settlement of any



action, suit or proceeding brought by any person, entity or organization arising out of any negligent or other wrongful act or omission by Exhibitor. Exhibitor hereby waives and releases the Association from all liability associated with participating in The IC Area Home Show, or caused by any act or failure to act of the Association, its employees, supervisors, organizers, sponsors, promoters, agents, volunteers and their representatives and successors, or any other person connected with the Association. In signing this Application, the Exhibitor acknowledges that they have read the foregoing, understands it and signs it voluntarily as their own free act. No oral representations, statements or inducements, other than as written above, have been made.

The balance must be submitted in the form of a check made payable to The Greater Iowa City Area HBA no later than **Jan. 14, 2022**.

EXHIBIT SPACE RATES

Main Exhibition Hall - HBA Member Rates

8 x 8 booth	\$600
10 x 10 booth	\$700
10 x 20 booth	\$1,200
20 x 20 booth	\$2,400
20 x 30 booth	\$3,000
End Cap-10x20	\$1,500
End Cap-20x30	\$3,300

Corner Booth.....Additional \$100

Non HBA Members - Additional \$200 for each 10 x 10 booth

Members - Receive a 10% discount with The Home Show Application by Dec. 1.

Membership Fee - \$530 per year.

Exhibitor Signature: _____

Print Name: _____

Date: _____

Sign the application and fax or email it to the HBA office upon receipt. Payment must be submitted in the form of a check made payable to The Greater Iowa City Area HBA 35 days prior to the show or no later than **Jan. 14, 2022**. The HBA will bill you 30 days prior to the due date. Applications without proper payment will be returned after the deadline.

FOR HBA USE ONLY

Accepted By: _____

Booth Assignment: _____

Booth Size: _____

Date Processed: _____

Total Amount Due: _____

Deposit Amount: _____

Balance Due: _____

CONTACT INFO: The Greater Iowa City Area Home Builders Association • PO Box 3396 • Iowa City IA 52244
Phone: (319) 351-5333 Fax: (319) 358-2443 Email: Karyl@HBAofIC.org Michelle@HBAofIC.org Website: iowacityhomes.com



THE IOWA CITY AREA HBA

VIRTUAL HOME SHOW

February 18, 19 & 20, 2022

☐ FIRST-TIME BUYER

Included with 10x10 Booth or \$250

- Exhibitor listing on Home Show website and contest page with link to your website.
- Rotator in digital promotional ads encouraging sign ups for "register to win" contests.
- Contest Spotlight. Logo and display ad to promote your business and giveaway item. Minimum prize value \$50. Option to donate more giveaways for greater interaction.
- Quality lead list, from contest sign-ups, of interested consumers.
- Listing in Home Show magazine and on CBS 2/KGAN preview show.

☐ HOME SWEET HOME

Included with 10x20 Booth or \$750

- Exhibitor listing on Home Show website and contest page with link to your website.
- Rotator in digital promotional ads encouraging sign ups for "register to win" contests.
- Contest Spotlight. Logo and display ad to promote your business and giveaway item. Minimum prize value \$50. Option to donate more giveaways for greater interaction.
- Quality lead list, from contest sign-ups, of interested consumers.
- Listing in Home Show magazine and on CBS 2/KGAN preview show.
- "Meet the Exhibitors" digital feature where consumers get to know your business via a pre-recorded video.
- Minimum 30 seconds from pre-recorded video appears in CBS 2/KGAN preview show.

☐ DREAM HOUSE

Included with 20x20+ Booth & Presenting Sponsors Package or \$1,100

- Exhibitor listing on Home Show website and contest page with link to your website.
- Rotator in digital promotional ads encouraging sign ups for "register to win" contests.
- Contest Spotlight. Logo and display ad to promote your business and giveaway item. Minimum prize value \$50. Option to donate more giveaways for greater interaction.
- Quality lead list, from contest sign-ups, of interested consumers.
- Listing in Home Show magazine and on CBS 2/KGAN preview show.
- "Meet the Exhibitors" digital feature where consumers get to know your business via a pre-recorded video.
- Minimum 30 seconds from pre-recorded video appears in CBS 2/KGAN preview show.
- Featured role in the Hot at the Home Show Facebook Live daily segment in person or through Zoom. Select an issue, trend or topic and decide how you want to present it.
- Feature article on topic you choose.
- Images collection with descriptions.

Contact:

Karyl Bohnsack

IC Area HBA

(319) 351-5333

karyl@hbaofic.org





2022 Greater Iowa City Area HBA Home Show Virtual Exhibitor Packages Submission Details

ALL MATERIALS DUE TO HBA by Monday, Jan. 31, 2022

Once you've selected your exhibitor package level, please follow the guide below for providing materials to promote your business. Questions? Need help? Call The Greater Iowa City Area HBA office at (319) 351-5333 or email karyl@hbaofic.org or michelle@hbaofic.org.

Commitments and payments are due Jan. 14.

First Time Home Buyer Exhibitors – Included with 10x10 Booth or \$250

1. Logo – Minimum 600 pixels wide or tall, no maximum; jpg or png format; 72 resolution; RGB color system
2. What your daily contest giveaway item will be (minimum one, \$50 value. More giveaways drive additional interaction.), an image of the prize (photo or product artwork) and if available at The Home Show or through the website.
3. Brief description of your business for Exhibitor Page.
4. Social Media addresses for Facebook, Twitter, Pinterest and Instagram (For whichever of those platforms you have.)

Home Sweet Home Exhibitors – Included with 10x20 Booth or \$750

1. Logo – Minimum 600 pixels wide or tall, no maximum; jpg or png format; 72 resolution; RGB color system
2. What your daily contest giveaway item will be (minimum one, \$50 value. More giveaways drive additional interaction.), an image of the prize (photo or product artwork) and if available at The Home Show or through the website
3. Brief description of your business for Exhibitor Page.
4. Social Media addresses for Facebook, Twitter, Pinterest and Instagram. (For whichever of those platforms you have.)

5. More detailed description of your business for your Featured Exhibitor Day (Please do not make this text exactly the same as your Exhibitor Page description.)
6. Pre-Recorded 60 second Video – HD 720 or 1080. See the link below to a video on instructions for shooting and sending video with your phone
[How to Shoot a Video With Your Cell Phone](#)

Dream House Exhibitors – Included with 20x20+ Booth & Presenting Sponsors Package or \$1,100

1. Logo – Minimum 600 pixels wide or tall, no maximum; jpg or png format; 72 resolution; RGB color system
2. What your daily contest giveaway item will be (minimum one, \$50 value. More giveaways drive additional interaction), an image of the prize (photo or product artwork) and if available at The Home Show or through the website
3. Brief description of your business for Exhibitor Page.
4. Social Media addresses for Facebook, Twitter, Pinterest and Instagram. (For whichever of those platforms you have.)
5. Pre-Recorded 60 second Video – HD 720 or 1080. See the link below to a video on instructions for shooting and sending video with your phone
[How to Shoot a Video With Your Cell Phone](#)
6. Date, time, questions and topics for your *Hot at the Home Show* Facebook Live segment – this will be done through Zoom if you are choosing virtual only and you will be sent the link when the time is finalized.
7. Feature blog article/Q&A on a topic of your choice. Michelle at the HBA office can help you with crafting it.
8. Image collection of 5-6 photos with descriptions. For example, photo of your place of business with contact information, photo of a home under construction with description of how you can help the home owner build the home of their dreams, photo of plumbing fixtures and how they benefit future customers.
Minimum 640 pixels wide or 450 pixels tall, no maximum; jpg or png format; 72 resolution; RGB color system

The Greater Iowa City Area HBA Home Show promises to be a fantastic experience for everyone with plenty of information to encourage the public to return to the website all year long. Attendees can find all things home related in one central location, from mortgage lenders and real estate agents to home builders at The Home Show and on the ichomeshow.com website. That includes expert advice from professionals (including Dream House vendors), thousands of dollars in giveaway prizes daily during the week following The Home Show, the freshest ideas in home products and services for inside and outside the home and more.

Don't miss the opportunity to align your company with this time-honored event where consumers can see, compare and purchase your products. Our stepped-up promotions program that covers TV, radio, digital advertising, social media and print will drive strong traffic to The Home Show and web site. Plus, The Home Show website -- with your information -- will be accessible by consumers all year long!



HYATT REGENCY®

CORALVILLE HOTEL & CONFERENCE CENTER

Exhibitor Guidelines and Agreement

The Hyatt Regency Coralville Hotel and Conference Center welcomes exhibitors associated with various events hosted at our hotel. We pride ourselves on being a world class hotel and continue to portray this image throughout the hotel. Safety and Security are a key part of the image and therefore it is critical that any exhibitor that enters the hotel adheres to all the policies and procedures that are outlined in this document. Any violation of these policies and procedures can result in the exhibitor not being allowed on hotel property.

Load in/out:

Any person or company utilizing the convention dock and garage entrance to Load In and Load Out will be held accountable to the following rules and regulations:

- **Schedule:**

Once a Load In and Load Out schedule has been established by the convention organizer, the schedule must be adhered to. This will avoid any inconvenience for the attendees and other guests. Access to the exhibit area will not be guaranteed outside of the arranged times.

- **Convention Dock Parking:**

Trucks and containers may be parked temporarily at the convention dock/garage entrance and must be removed as soon as they are emptied. Under no circumstances can they be left on property overnight. If trucks have large trailers unhooked for unloading they must reconnect after the truck is unloaded and park elsewhere.

Once the equipment is unloaded off of the truck and before any equipment set-up is performed on the convention floor the truck must be moved. Any exhibitor that deliberately violates this rule will be asked to leave the property and may not be allowed back on property.

Storage:

The Hyatt Regency Coralville & Conference Center has no storage facilities for materials. All freight and crates must be delivered to the exhibit company which will be contracted individually by the company setting up the show. The exhibit company will also be responsible for the Load In and Load Out and must store all unnecessary materials during the show. All cost involved with movements and storage of freight during the show or delivered prior to the Load In date will be the responsibility of the exhibit company performing the Load In and Load Out.

The exhibit company is expected to store the majority of their items in a container or truck off property. Any requested security would be an additional charge billed at the company(s) expense.

Any containers, materials, or items that are left behind after the Exit Walk by the exhibit company Loading In and Loading Out will be disposed of at their expense.

While on the Convention Floor:

There is to be no painting, or extensive work done on the convention floor. Please contact the Event Manager prior to arrival, and a work area may be set aside (pending availability).

The use of nails or staples in the Hotel's meeting space is not allowed in exposed molding or walls. Also screws or nails are not allowed in any of the Hotel's equipment, such as stages to hold up props or back drops. At no time may any type of cord be taped to the walls.

If cords or equipment are found in areas that prevent the working order of hotel equipment the exhibit company will be responsible to remove the items.

Banners and Signage

There are to be no banners hung in the public areas.

Banners may only be hung inside your designated function room. Requests for banners outside of your designated function room should be addressed with the Event Manager. Charges for hanging banners will be assessed with your Event Manager.

Absolutely no hand-lettered signed or flipcharts are allowed outside of the rooms. Professional printed signage on easels or sign stands are the only type of signage allowed on the convention floor. Signage or promotional materials are not permitted on the first lobby level and may not be secured to pillars, walls or elevators.

Masking tape is the preferred substance for hanging light banners or flipchart papers that you will hang yourself. Thumbtacks are not permitted. It is recommended that magnets are utilized to hang light banners on the air walls.

During Exhibit Shows:

It is the responsibility of the convention organizer to hire security guards for the exhibition hall and other areas where valuable equipment is stored over the entire period that the area is occupied, armed guards will not be permitted on hotel property.

Any food and/or beverage dispensed or given away in booths must have advance approval from the Event Manager. If the distribution of food or beverage by an exhibitor conflicts with that which can be purchased within the hotel, a corkage or service charge may be levied.

Fire & Safety:

All fire and safety regulations and procedures of the City of Coralville must be followed without exception. The minimum width of aisles and passageways shall be kept free of obstructions leading in to and out of assembly occupancy areas.

Obstructions that hinder the effective operation of the automatic sprinkler system are not permitted unless the sprinkler system is extended to include the area(s) below the obstruction (this includes pop up tents, roofs, etc.)

All material, including scenery, drapes, signs used in the construction of an exhibit booth must be flame-retardant. Polyurethane foam must pass the (Coralville Fire Department's) "standard flame test." Only fire-retardant corrugated cardboard and paper may be used. Certificates of flame-proofing are to be affixed to the booth.

Security:

The Hyatt Regency Coralville & Conference Center will not assume responsibility for the damage or loss of any merchandise or articles brought to the hotel. Arrangements may be made through the Event Manager for security of exhibits, merchandise, and/or audiovisual equipment.

Electrical/Engineering Support:

Hyatt Regency Visual Productions is the exclusive provider of electrical services at the Hyatt Regency Coralville Hotel and Conference Center. Please contact your convention organizer to order electrical services or utilities.

Vehicle Regulations in Event Space Area

All Motorized vehicles which include those that are propelled by an internal combustion engine using Class I or Class II fuel such as cars, trucks, motorcycles, aircraft or watercraft must have the battery disconnected at the "hot" lead, and the lead must be safely secured. Also, fuel supplies in the vehicle must not exceed 1/4 tank of gas and the tank must be purged with carbon dioxide (CO₂). In addition, all vehicle tanks with fuel must have a locking gas cap or must be sealed with tape. Tractors, chainsaws and other fueled equipment must be safeguarded in the same manner. Vehicles on display require both visqueen and a drip pan.

All motor vehicles must be clean before entering exhibit/display space and runners must be placed for move-in and move-out that consist of visqueen and plywood. A key to the vehicle must be supplied to the Hotel Security department. Please address any concerns with this event request to your Event Manager.

The City of Coralville Fire Department requires inspection of all vehicles once placed inside the Conference Center. There is a \$50.00 permit fee per vehicle that will be collected by the Fire Department prior to the event. Special pricing is available for multiple vehicles for the same event. Please inquire with your Event Manager.

Charges/Billing:

Unless the group contact/meeting planner gives authorization, all production related charges (i.e. Box handling, AV, electrical, etc...) will be billed to the exhibit company Loading In and Loading Out. Deposits and/or Credit Cards will be required before services are rendered. If individual exhibitors are to pay individually for items payment must be received at time service is provided by credit card or cash.



HYATT REGENCY®

CORALVILLE HOTEL & CONFERENCE CENTER

Display Vehicle Regulations & Permit Application

At no time, without approval from the hotel Event Manager, are vehicles allowed to pull in and on the exhibit hall floor. With the exception of display vehicles that have acquired the proper permit.

Definition: Motorized vehicles shall be defined as any vehicle which is propelled by an internal combustion engine and using Class-1 or Class-2 fuel, such as but not limited to automobiles, trucks, motorcycles, aircrafts and water crafts.

All motor vehicles must receive a permit from the Coralville Fire Chief prior to the opening of the show. If a motor vehicle will be placed in the convention center it must be reviewed with the Event Manager in order to set up a time for the Fire Chief to come and provide a permit for each vehicle.

The cost of the permit is \$50.00 per car which will be billed to the individual or group Master Account (upon approval). The Fire Chief requires the following prior to granting a permit.

- 1) Gas tank must be at ¼ full
- 2) Gas tank cap must lock (must lock – tape will not be permitted)
- 3) Battery has to be unattached.
- 4). Upon entering, visqueen must be laid under the vehicle to prevent oil drip. Visqueen must remain under the vehicle during the time it stays on the convention floor.

NOTE: Once the car/truck is in place - the Fire Chief will come to inspect and will give you the permit.

If you e-mail your Event Manager the vin/model/make of car before arrival - the quicker you will get your permit. Otherwise the Fire Chief will take this information and will have to leave and bring the permit back to the property.

The covering will need to be double width at all corners so that cartwheels do not touch the floor surfaces. There must be covering underneath all equipment, whether permanent or staged. Visqueen and plywood may be used to temporary areas but the plywood must be flame retardant, and the visqueen cannot be used where there are electrical cords running around or underneath the surface. During Load In and Load Out, we recommend the least amount of traffic across the carpet as possible.

Forklifts and electrical cars are permitted only on the convention floor. Gas and propane forklifts will not allowed in the hotel. It is against Hyatt Regency policy to utilize propane forklifts in the hotel. Therefore, should a forklift be used it is mandatory that it is an electric forklift. The Event Manager must approve any exceptions first and then by the Engineering Department. In the rare instances when forklifts are required for movement of freight inside the hotel, the company must wrap the wheels with plastic before entering the hotel and ballroom areas. **PLYWOOD IS NOT PERMITTED AS A RUNNER.**

Genie lifts will not be allowed in the ballroom. However, the hotel has a scissor lift, which can be made available for a rental fee (pending availability). Arrangements for usage can be made through your Event Manager. Hotel policy requires that a liability form be signed prior to usage.

Coralville Fire Department

PERMIT APPLICATION FORM

Permit Type: Display, operate, or demonstrate liquid or gas fueled vehicle or equipment in an assembly occupancy.

Fee Schedule: 5 vehicles or less **\$50.00** per vehicle | 6-10 vehicles **\$40.00** per vehicle | 11-15m vehicles **\$30.00** per vehicle | 16 and greater **\$20.00** per vehicle.

Application Fee: _____ **Application Date:** _____

NOTE: Permit will not be granted until payment is received | Checks must be made out to the Coralville Fire Department

The Permit is requested for the following time period:

Start Date: _____ Time: _____ End Date: _____ Time: _____

Location where permitted activity will take place: _____

Applicant Information

Applicant Name: _____

Business Name: _____

Address: _____

Phone #: _____

Owner Name: _____

Owner Address: _____

Trade Show Information

Name of Event: _____

Vehicle/Mobile Property Information

VIN: _____

Make: _____

Model: _____

Color: _____

Location Inside Building: _____

Have you previously applied for this type of permit? ☐ Yes ☐ No

Date of previous application: _____

Upon approval of this application, I agree to abide the requirements set forth in the currently adopted edition of the International Fire Code and the authority having jurisdiction, that being the Coralville Fire Department. I understand that the location must pass an inspection prior to issuance of the requested Permit. I do hereby grant permission for that inspection.

Responsible Party

Printed Name: _____

Signature: _____

Phone #: _____

Email: _____

Please Return Permit Application to:

Hyatt Regency Coralville | 300 E. 9th Street Coralville, IA 52241 | Attention: Event Management

Items to Remember

Signature Page

The IC Area HBA Home Show - Feb. 18, 19 & 20, 2022

Exhibit Space Application

The application and non-refundable fee is due no later than 35 days prior to the show. There are no cancellations.

In-Line Exhibits

Attention should be paid to neighboring exhibitors when constructing exhibits. Displays should be four inches narrower than the designated space to assure proper fit.

Signs

Anyone wishing to have signs hung from the ceiling must get the permission of the HBA prior to installing the signs. The HBA will not be responsible for hanging your sign and will not pay for the equipment needed to hang the sign.

Exhibit Safety and Accessibility

Material not conforming with the City of Coralville regulations will be removed immediately at the exhibitor's expense. Vehicles must be pre-registered and inspected by the City of Coralville Fire Department once placed inside the Convention Center. There is a \$50 permit fee per vehicle that will be collected by the Fire Department. **Obstructions that may potentially hinder the effective operations of the automatic sprinkler system must be approved by the Hyatt Regency Coralville Hotel & Conference Center in advance of load (this includes pop up tents, roofs, etc.).**

Installing and Removing Exhibits

Exhibits must be completely assembled and ready for viewing by the general public by noon on Friday of the show. Exhibits must be removed by noon on Monday following the Show. Exhibitors will not be allowed to set-up if all fees are not paid in full. Removing your exhibit prior to the end of the show will result in your company not being eligible for an exhibit the following year.

Set-Up

Feb. 16, 17 and 18, 2022 has been reserved for set-up. Large displays needing trucks must be set up by noon on Thursday. After that time, pipe and drape will be set up and vehicles will not be allowed inside the Convention Center.

Electrical

Standard electrical is included in your registration fees. Special electrical needs must be reserved through the Hyatt.

Balloons and Food

Helium balloons are not permitted. Any food or beverage dispensed or given away at the booths must be purchased from the Hyatt Regency Coralville Hotel & Conference Center or approved by the Hyatt.

Booth Staffing

Booths must be staffed during all show hours. Exhibitors should arrive 30 minutes prior to the opening of the show. Booths unstaffed or taken down before the show hours will not be allowed to exhibit the following year. No exceptions.

Parking

Parking fees associated with the parking ramp or lot adjacent to the hotel are the responsibility of the exhibitor. All exhibitors must park in the ramp located on the north side of the hotel. The parking lot available near the entrance of the convention center is reserved for attendees, and vouchers will be issued to consumers only.

Security

Although overnight security is provided for normal protection, the HBA does not assume responsibility for lost, stolen or damaged items. Valuables should not be left in the booths at any time.

Insurance

Exhibitors must supply a certificate of insurance detailing a liability limit of \$1,000,000 or higher per occurrence and \$2,000,000 aggregate and list The Greater Iowa City Area Home Builders Association as an additional insured with their application. No exceptions. Your application will be returned without this certificate.

By signing this Signature Page, I acknowledge I have read and understood the two page Rules and Regulations included in the Application Packet and agree to the terms set-forth.

Signature: _____ Date: _____