

RICHMOND Homearama[®]

PRESENTED BY HOME BUILDING ASSOCIATION OF RICHMOND



New & Innovative Home Trends



Event Marketing Opportunities
* richmondhomearama.com *



RICHMOND'S HOMEARAMA 2018

May 5 – 20, 2018 • Magnolia Green

Open Wednesdays – Sundays 11 am–6 pm • Thursdays 11 am–8 pm



Homearama Happenings

During this 12-day single site new home show event, Homearama visitors are exposed to many new services, products & businesses. With thousands of qualified prospects, your business is sure to get noticed at **Richmond's 2018 Homearama**.



Homearama Participating Builders:

- Biringer Builders
- CraftMaster Homes
- Harring Construction
- Homsmith Construction
- Jones Homes Custom Builder
- Schell Brothers
- Ray A. Williams Custom Homes



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SPONSORSHIP LEVELS

PRESENTING SPONSOR: \$15,000

- Opportunity to set up a booth
- Recognition on site signage, print materials, website, and advertising
- 20 tickets to the Preview Party
- 45 General Admission tickets
- Inside front cover full page ad of Event Guide

HOSPITALITY SPONSOR: \$10,000

- Opportunity to set up a booth
- Recognition on site signage, print materials, and website
- 12 tickets to the Preview Party
- 30 General Admission tickets
- Full page ad in Event Guide

WELCOME SPONSOR: \$10,000

- Opportunity to provide carry bags with your logo for visitors entering the show.
- Opportunity to set up a booth
- Recognition on site signage, print materials, and website
- 12 Tickets to the Preview Party
- 30 General Admissions tickets
- Full page ad in Event Guide

AUTO DEALER SPONSOR: \$5,000

- Opportunity to park new cars in the driveways of each showcase home during the entire show
- Opportunity to have representation at the show
- Recognition on site signage, website, and printed materials
- 6 tickets to the Preview Party
- 15 General Admissions tickets

SPECIAL EVENT SPONSORS: \$2,500

- Opportunity to set up an outdoor display during special event
- 10 Complimentary general admission tickets
- Recognition at special event and on print materials and website

Special Events Planned:

- May 3 – Realtor Day
- May 3 – Preview Party*
- May 5 & 6 – ASK Family Fun Weekend
- May 10 – Taste of RVA*
- May 12 & 13 – Mom's Day Out Weekend
- May 17 – Tunes & Brews
- May 19 & 20 – Bluegrass, Beer & BBQ Weekend

**Special Ticket Price*

SPONSORSHIP QUESTIONS?

Shannon Londeree: 804.350.9289
shannon@atyourbeckandcall.com

Victoria Moody: 804.282.0400, ext. 2
vmood@hbar.org

Sponsors can request a digital banner ad for their website or email signature promoting Homearama.



The Home Building Association of Richmond presents Richmond's Homearama® 2018. This exciting show will feature seven new idea homes. Each home is furnished, decorated and filled with the latest trends. **Magnolia Green** by iStar, a new master-planned community in **Chesterfield County**, is home to this year's event. From young families and working professionals to empty nesters seeking an active lifestyle, this exciting new community offers unparalleled amenities to include Championship golf, aquatics and tennis centers and Blue Ribbon schools, plus several others planned for the near future.

MARKETING OPPORTUNITIES

There are many unique opportunities to join Richmond's HOMEARAMA 2018. This exciting event will feature some of the area's finest builders in the community of Magnolia Green. More than 10,000 attendees are anticipated. Consumers will enjoy stunning new model homes, special events, exhibits and much more.

SPONSORSHIP LEVELS

Presenting Sponsor	\$15,000
Premium Sponsors	\$10,000
Welcome Sponsor	\$10,000
Auto Dealer Sponsor	\$5,000
Special Event Sponsors	\$2,500

PRINT ADVERTISING

Homearama Event Guide

Purchase a color ad in Richmond's HOMEARAMA Event Guide. This quality 8 3/8" x 10 7/8" magazine will be given free to more than 24,000 people who attend the show as well as area stores. The majority of these people attend to get ideas for new homes, remodeling, landscaping and decorating.

Ad Size:	HBAR MEMBER	NON-MEMBER
Full page	\$1,995	\$2,300
Half page	\$1,495	\$1,750

PRINT ADVERTISING

Homearama Event Guide (continued)

Premium Ad:	HBAR MEMBER	NON-MEMBER
Inside Front Cover	\$2,300	\$2,650
First page	\$2,300	\$2,650
Center Spread	\$3,000	\$3,450
Inside Back Cover	\$2,750	\$3,200

EXHIBIT RATES

Home Idea Display Centers in Show Homes

Display and demonstrate your product or service to thousands of qualified prospects as they enjoy Richmond's HOMEARAMA. Set up a home display center inside a builder's garage (excludes developers & builders). Each home will feature two home idea displays. Each display is provided one 6' table. Full details listed in exhibit agreement.

	HBAR MEMBER	NON-MEMBER
10'x10' Booth:	\$1,600	\$2,100

TICKETS

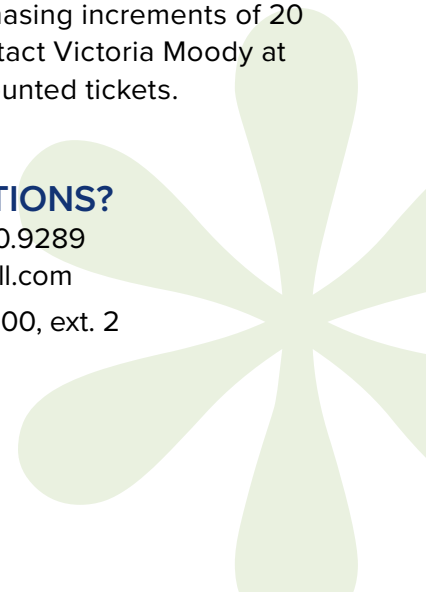
Complete your HOMEARAMA marketing experience by giving tickets to your clients, prospects, vendors and employees. Online and gate price for general admission is \$10 and excludes Preview Party and Taste of RVA.

Save \$2 per ticket by purchasing increments of 20 tickets before April 15. Contact Victoria Moody at vmoodly@hbar.org for discounted tickets.

SPONSORSHIP & ADVERTISING QUESTIONS?

Shannon Londeree: 804.350.9289
shannon@atyourbeckandcall.com

Victoria Moody: 804.282.0400, ext. 2
vmoodly@hbar.org



RICHMOND Homearama®

PRESENTED BY HOME BUILDING ASSOCIATION OF RICHMOND

EXHIBIT AGREEMENT:

This agreement is entered into by and between the Home Building Association of Richmond (HBAR) and the HOMEARAMA® Home Idea Exhibitor/Participant whose signature and name of firm appears on this agreement. The event will take place May 5 through May 20, 2018 at Magnolia Green in Chesterfield County, Virginia. Exhibitor agrees to have the assigned booth(s) set up and stocked each day of the show prior to opening and dismantled each day of the show at closing if need. All items must be immediately removed following the show on Sunday, May 20. HOMEARAMA will be held from 11:00 a.m. until 6:00 p.m., Wednesdays through Sundays, extended hours until 8:00 p.m. on Thursdays, and closed Mondays and Tuesdays. Special event calendar to be provided prior to show, and it is to your advantage to have exhibit representation during the public show hours. Security personnel will be on duty throughout the show dates for 24 hours per day. Exhibitors will be permitted access to their booth during the show dates for the purposes of setting up, performing maintenance or replenishing materials thirty (30) minutes prior to the opening of HOMEARAMA, and exhibitors will not be allowed to remain on the property more than thirty (30) minutes after show closes. On days the show is closed, no access will be permitted. Exhibit personnel will not be admitted without proper photo and company identification at gate.

Booth spaces are approximately 10' wide x 10' deep. Each exhibitor will set-up in an assigned builder participant's garage with concrete being the floor. The exhibitor may store supplies inside the assigned builder's garage during non-show hours. The booths located at a builder participant's garage may not be a builder or developer, community type display. HBAR will have limited outdoor booth space available within the event site upon request by such a participant. All exhibitors must provide a protective type floor covering that is safe for consumers if there is a product that can possibly damage the asphalt/concrete and/or cause incident. Vehicles will not be allowed on the builder's property to include driveway. All exhibitors will unload and transfer to and from the street. All exhibitors will be provided with one 6' banquet table. No generators will be permitted. If set-up allows access to an electrical outlet, participant must provide non-hazardous, electrical cord(s) and secured accordingly to prevent any damage or cause to injury. If the exhibit causes issues with the overall power of the show home and/or designated area, exhibitor agrees to not use supplied power. All exhibit property will need to be secured daily to prevent any issues, especially with possible inclement weather, as well as dismantling and setting-up daily if need. All exhibits must remain in proper display order, to include packing cartons and trash disposed prior to show opening. Trash should be placed in plastic, tied bags and placed in the provided dumpster daily. HBAR, the developer and HOMEARAMA builders will not be responsible for valuables left unattended, straightening booth, or damage to contents of booth and/or other property.

Exhibitor agrees to pay a non-refundable deposit which is equal to half of the fee for each booth space with this completed agreement, plus all other monies owed to HBAR for more than 30 days. Exhibitor agrees to pay balance due no later than March 1, 2017. If member pricing, dues will remain active, paid in full, through May 31, 2017. No refunds will be issued under any circumstance unless HBAR cancels the show in its entirety. Participant agrees to pay all reasonable attorneys' fees incurred in the collection of monies owed to HBAR. Each booth will exhibit only one vendor's company products and/or services. It may not be shared with another firm or any other firm's product or services. There will also be no selling by vendors in the HOMEARAMA homes. If exhibitor has product(s) in the homes, he/she may leave brochures referring visitors to the booth pending builder participant's approval.

Exhibitor attests with his/her signature on this agreement that the represented firm is insured for liability and/or property damage under general public liability insurance with limits not less than \$500,000 and \$500,000 (or combined single limit of \$1,000,000) for bodily injury, and \$50,000 for property damage, and statutory limits for worker's compensation insurance, to cover their liabilities arising out of the HOMEARAMA.

Exhibitor attests with his/her signature on this agreement that he/she and the represented firm agree to protect, indemnify and hold harmless HBAR and its co-sponsors, the facility, the developer, the builder participants, and the County of Chesterfield, from and against any loss, claim or damage sustained by said parties as a result of injury to any person cause, in whole or in part, by any neglect or default of participant whatsoever. In addition, participant specifically agrees to defend at his/her own cost any claim or action covered by the aforesaid indemnity which is asserted or brought against any of the indemnified parties.

Exhibitor attests with his/her signature on this agreement that the exhibit will not give out any food, candy, beverages, yardsticks, or any other items which could be potentially damaging if carried into the HOMEARAMA homes. Exhibitor is encouraged to conduct drawings and give souvenirs, etc., but no exhibitor may advertise or distribute tickets for prizes and giveaways which are contingent upon a purchase, nor conduct any other promotions with obligations imposed. All promotions and souvenirs must adhere to generally accepted standards of good taste. Cash and carry sales from booths are permitted, but exhibitor must file appropriate sales tax reports and obtain a Chesterfield County business license.

Exhibitor shall bear sole responsibility and liability for any and all licenses and/or fees which arise under United States Copyright Law. Within the exhibitor's leased space and within such space as the exhibitor may use for the presentation of any lecture, demonstration and/or performance, this responsibility and liability shall apply to all performances, both live and recorded, of music or other materials subject to restriction and/or license.



Home Building Association of Richmond • 400 N. Ridge Road, Henrico, Virginia 23229

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No exhibitor will have any form of live or recorded music at his/her booth. Other sound-making equipment or promotions shall be maintained at a level acceptable to HBAR whether indoor or outdoor space.

In the event of severe weather, it is the exhibitor's responsibility to take all the necessary precautions to secure their exhibit and display items. Exhibitor must make arrangements to have their exhibits and/or materials up off the floor/street/ground in the event of heavy rain or severe weather. The garage door may be open for the consumers to exit, and it is the discretion of HBAR and/or the builder participant to open and close garage doors at any time.

Fire regulations are strictly enforced so please consult with HBAR before doing anything unusual in the booth area. All helium tanks must be secured so they cannot turn over.

Exhibitor shall be responsible for operating the booth in a professional and ethical manner, and will adhere to accepted standards of good salesmanship. Appropriate dress is required for sales personnel. If, in the judgment of HBAR, the exhibitor or any persons operating the booth is causing a nuisance or otherwise disrupting the HOMEARAMA show, HBAR may terminate this Agreement and/or require the exhibitor or such person to leave the premises immediately. In such event, the exhibiting firm may be denied participation in future exhibits sponsored by HBAR.

When dismantling exhibit, the booth area including the provided table must be left in the same condition it was when occupied. In the event the exhibitor notices anything upon arriving for set-up that could be considered damage, it is the exhibitor's responsibility to notify HBAR immediately prior to set-up. In the event of damage or loss, exhibitor will be subject to damage or loss claims as are necessary to restore space to its original condition or replace.

Booth assignments will be made on a first-come, first-served basis in which contracts with fees are received by Victoria Moody at HBAR; competing firms not next to each other will be considered when assigning. HBAR reserves the right to make layout changes as necessary to accommodate space for fire regulations and/or anything else deemed necessary for a successful arrangement.

Exhibitor agrees to abide by all Federal, State, City/County, and HBAR regulations now in existence or that may hereafter be made.

Signing this agreement gives HBAR permission to publish your company name as a participant. HBAR reserves the right to discontinue any exhibit in violation of show rules and to terminate this agreement, with or without cause, at any time during the term hereof without liability of any kind. No verbal agreements will be recognized by HBAR. Any disputes, arising from any cause whatsoever, among exhibitors shall be adjusted by HBAR whose decision shall be final.

HBAR reserves the right to cancel this agreement and retain the fee for failure of participant to abide by terms and conditions stated herein. The participant agrees that all fees are non-refundable except as stated herein and that the participant is entitled to no damages in the event of cancellation by HBAR.

Exhibit Agreement:

Name of Firm: _____

Contact Person: _____

Mailing Address: _____

Cell Phone: _____

Office Phone: _____

Email: _____

Product(s) and/or Service(s) to be exhibited:

Please check your booth selection below:

	HBAR Member*	HBAR Non-Member
Exhibit Booth	\$1600 _____	\$2100 _____

If you selected Member rate above, but are not an active member, please join online at **HBAR.org when submitting this agreement with payment to HBAR.*

How many booth spaces: _____

By my signature, my representing firm and I hereby agree to all terms and conditions as stated in this agreement:

Authorized Signature

Date

Mail with check to:

**HBAR, Attn: Victoria Moody
400 N. Ridge Road, Henrico, VA 23229**

To pay by Credit Card, please complete below and email to:
vmood@hbar.org

Deposit Only Full Amount

Name on Card: _____

Account Number: _____ - _____ - _____

Exp. Date: ____/____

Authorized Signature: _____

Billing Street Address: _____

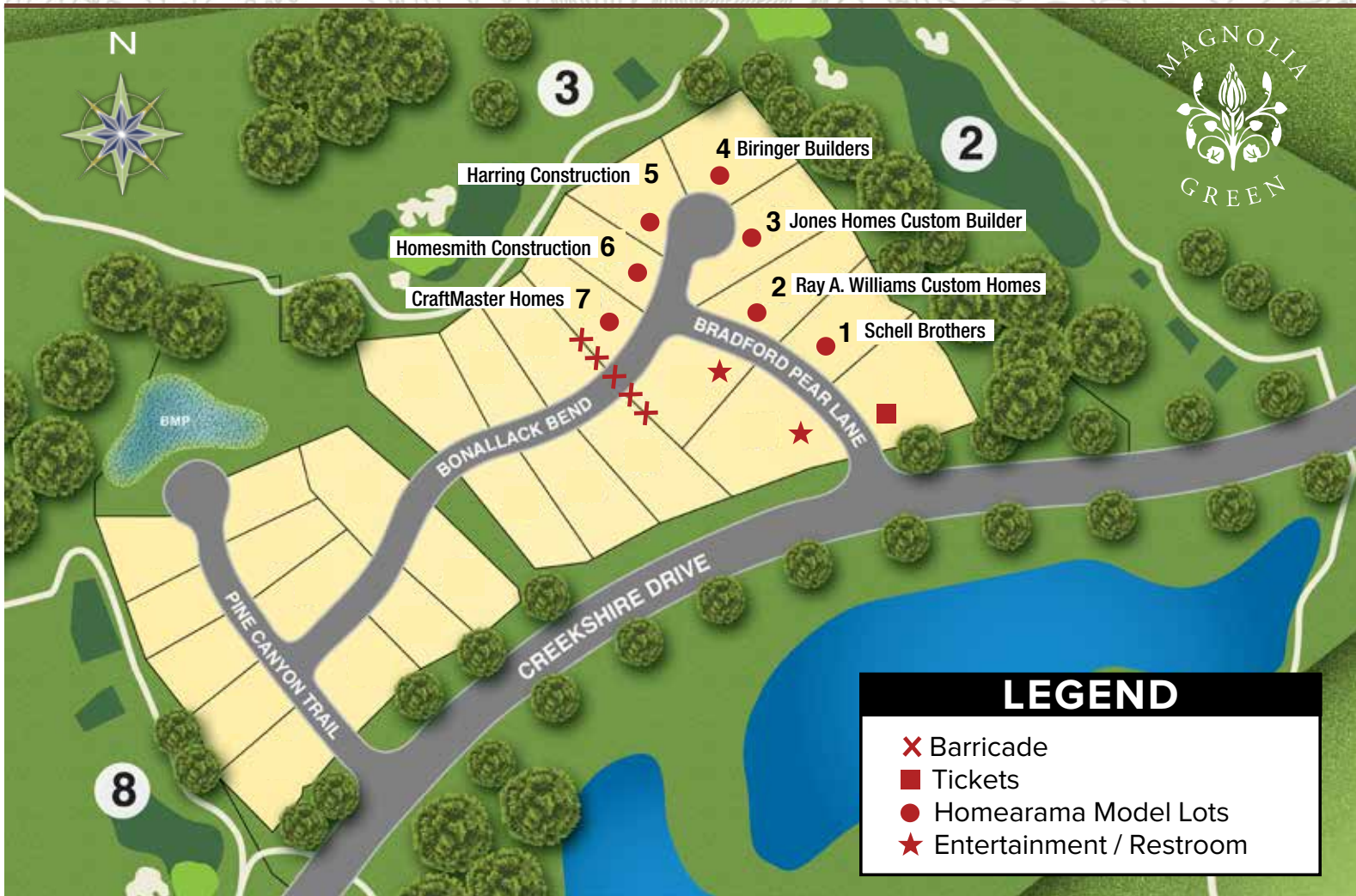
Billing Zip: _____





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CARLTON RIDGE



MagnoliaGreen.com • 17301 Memorial Tournament Drive, Moseley, VA 23120

  We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the nation. We encourage and support an affirmative action advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin. 268778 11/16