2025 EXHIBITOR MANUAL



Produced by



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Home Builders Association of St. Louis & Eastern Missouri 10104 Old Olive St. Rd., St. Louis, MO 63141 • 314-994-7700

Dear Home Show Exhibitor,

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

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

GENERAL INFORMATION

Important Exhibitor Deadlines Exhibitor Pass Information HBA Information Booth Location Exhibitor Lounge & Food Service Show Colors Sales Tax **Hotel Accommodations**

SHOW PROMOTIONS

Promotional Opportunities Show Logos & Invitation Social Media

MOVE-IN & MOVE-OUT

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Heritage, Show Decorator, Furniture Rental 6-11 **Exhibit Hall Fire Regulations**

2-3 For additional Decorator services,

contact Heritage at 800-360-4323 or 2 3 exhibitor.services@heritagesvs.com

3 Exhibitor manual is subject to updates

or changes without notification.

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!

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NOVEMBER 1-2 • STL Athletic Center • STLHomeShow.com 2300 Hitzert Ct., Fenton, MO • Show Hours: Sat 10 am - 5 pm • Sun 10 am - 4 pm

GENERAL INFORMATION

EXHIBITOR DEADLINES

September 5 Final Booth Payment - HBA

September 5 Electrical Order for Advance Price - HBA
October 3 Show Directory Listing Form and

Advertising Deadline - HBA

October 3 News Release Information (Media) - HBA
October 10 Furniture Order - Heritage Display Group

NOTE: Missing these deadlines can cost you money!

EXHIBITOR PASS INFORMATION

No exhibitor passes for entry to the Show are necessary due to the free admission policy for the general public. Exhibitors may enter through the main entrance beginning at 7 am on Saturday and 9 am on Sunday.

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.

SHOW COLORS

Booth back drape will be black and white, side rail drape will be black.

SALES TAX

8.24%

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

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. Each exhibitor will receive one FREE listing in the directory Product/Service section if form is completed in the Exhibitor Portal by October 3. 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. (NOT printed in 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). All ads are full color.

BECOME A FEATURED EXHIBITOR

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

INFORMATION FOR MEDIA INQUIRIES

Media outlets want 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 or 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, with product benefits and how it stands out from others. Submit your information with high resolution photos in the Exhibitor Portal. Deadline is October 3. For more information about advertising and 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. 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.

See Us at the



November 1-2 STL Athletic Center



SOCIAL MEDIA

Comment about the Show, your booth # and your Show specials on all your social platforms. Tag, mention, follow and share the St. Louis & St. Charles Home Shows pages/posts and use #STLHomeShow.

Facebook ... www.facebook.com/stlhomeshow Instagram ... www.instagram.com/stlhomeshow

Sample posts:

- Don't miss the Builders Fall Home Show Fenton, the area's newest fall home event, November 1-2 at the STL Athletic Center. #STLHomeShow
- Come see us at the Builders Fall 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 Fall Home Show Fenton, November 1-2 at the STL Athletic Center in booth xxx to take advantage of our show specials. #STLHomeShow

MOVE-IN & MOVE-OUT INFORMATION

MOVE-IN

Friday, October 31 10 am - 7 pm Saturday, November 1 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, November 2 5:30 - 9 pm Monday, November 3 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. 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!

2025 Builders Fall Home Show Fenton November 1-2 • STL Athletic Center EXHIBITOR MANUAL Page 3

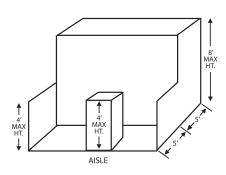
EXHIBITOR DO'S & DON'TS

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. NOTE: Displays 20'x20' or larger do not have an 8'3" height limitation. (Read further in Signage 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.

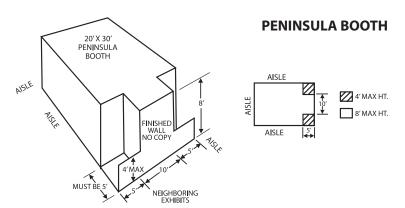


EXHIBIT FLOOR COVERINGS & TABLES

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 October 10 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 September 6 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.

Wi-Fi SERVICE

There is NO Wi-Fi service available at STL Athletic Center. Exhibitors are encourage to use their phone as a hot spot.

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. No signage may appear as if it is representing a neighboring company. 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 may 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 9 - 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-depart-ments/public-health/food-and-restaurants/tempo-rary-events/

Service Manual

BUILDERS FALL HOME SHOW FENTON

NOVEMBER 1-2ND, 2025

STL ATHLETIC CENTER

Order via email or fax with this service manual or online at: Heritagesvs.com/ordering



exhibitor.services@heritagesvs.com 1-800-360-4323 Fax 314-534-8050



METHOD OF PAYMENT & CREDIT CARD AUTHORIZATION FORM

exhibitor.services@heritagesvs.com 1-800-360-4323 Fax 314-534-8050

Must be completed and submitted with any HERITAGE order forms

Order online at: heritagesvs.com/ordering

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Please note: In some instances equipment or services may be handled by other contractors.

All orders received on site at the Exhibitor Service Desk will be charged at standard rates. All outstanding balances must be paid by the close of the show. Adjustments to your invoice will not be made after the close of the show. For your convenience, we will use this authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include all Heritage companies, including but not limited to HES Logistics, Inc., or any charges which Heritage may be obligated to pay on behalf of the Exhibitor, including without limitation, any shipping charges. By submitting this form or ordering materials or services from Heritage, you agree to be bound by all terms & conditions included in your service manual.

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.



ORDER SUMMARY FORMBUILDERS FALL HOME SHOW FENTON 2025

Order Total

Submit With First Order

exhibitor.services@heritagesvs.com 1-800-360-4323 Fax 314-534-8050

Furniture

Order online at: heritagesvs.com/ordering

Discount Deadline: 10/10/2025

Order Services Early and SAVE!

Heritage Order Forms

Method of Payment & Credit Card Authorization

Complete and submit necessary order forms listed below before the deadline date to take advantage
of Advance Pricing.

\$

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	TOTAL AMOUNT DUE		
Please see the Terms and Conditions page for full explanation of our policy on cancellations and changes.			
Exhibiting Company			
Contact Name			Booth #
Phone # Emai	l		
Please fax or email this form promptly to HERITA	GE using the information at the	e top of the pa	age - retain one copy for your files.



FURNITURE RENTAL ORDER FORM BUILDERS FALL HOME SHOW FENTON 2025

exhibitor.services@heritagesvs.com 1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

Discount Deadline: 10/10/2025

Furniture	F60 F25	Item Plastic Side Chair (Gray) Custom Padded Side Chair (Gray)	Quantity	X X	Discount Rate	Star \$			То
	F40	Custom Padded High Stool (Gray)		Х	\$ 120.12		156.16	=	
	A10	Wastebasket		Х	\$ 20.11	\$	26.14	. =	
Duanad								_	
Draped Display		Circ Red Blue Burgundy F	le your color (unter Green	choi Sil		Gold			
Tables	F110	4' Table – 30" High		Х	\$ 103.32		134.32	=	
Tables	F120	6' Table – 30" High		Х	\$ 124.27		161.55	. =	
	F130	8' Table – 30" High		Х	\$ 145.22		188.78	_	
	F140	4' Table – 42" Counter High		Х	\$ 128.47		167.01	_	
	F150	6' Table – 42" Counter High		Х	\$ 149.42		194.24	=	
	F160	8' Table – 42" Counter High		Х	\$ 170.36		221.47	=	
	F170	4th Side Table Drape - 30" High		Х	\$ 43.31	\$	56.31	=	
	F180	4th Side Table Drape - 40" High		Х	\$ 43.31	\$	56.31	_ =	
Undraped	F190	4' Table – 30" High		Х	\$ 66.36	\$	86.27	=	
Display	F200	6' Table – 30" High		Х	\$ 81.01		105.31	_	
Tables	F210	8' Table – 30" High		Х	\$ 96.34		125.24	=	
145(05	F220	4' Table – 42" Counter High		Х	\$ 71.93		93.50	=	
	F230	6' Table – 42" Counter High		Х	\$ 85.21		110.77	=	
	F240	8' Table – 42" Counter High		Х	\$ 104.06	\$	135.27	=	
	F80	30" Diameter Pedestal (Gray) 18" H		Х	\$ 143.85	\$	187.01	=	
	F90	30" Diameter Pedestal (Gray) 30" H		Х	\$ 143.85	\$	187.01	=	
	F100	30" Diameter Pedestal (Gray) 42" H		Х	\$ 143.85	\$	187.01	_ =	
Table Risers	F250	4' Long Riser		Х	\$ 45.68	\$	59.38	_	
Covered White	F260	6' Long Riser		Х	\$ 56.12		72.96	_	
	F270	8' Long Riser		Х	\$ 67.88		88.25	=	
Special Drape Products									
Floudets	F280	Drape - 3' H		Х	\$ 13.97		18.15	=	
	F290	Drape - 8' H		Х	\$ 14.47	\$		_	
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see the Terms and Conditional Conditions and Conditions and Conditions and Conditions	d changes	Form REQUIRED	to be sub				TOTAL D		
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ct Name					Booth#				
		Email							

Chairs



Plastic Side Chair F60 (Gray)



Custom Padded Side Chair F25 (Gray)



Custom Padded High Stool F40 (Gray)

Skirted Tables



4' Display Table F110 30" High



4' Display Table F140 42" Counter High



6' Display Table F120 30" High



6' Display Table F150 42" Counter High



8' Display Table F130 30" High



8' Display Table F160 42" Counter High

Table Skirt and Drape Color Options



Red

Blue



Hunter Green





Silver



White



Black



Gold

Undraped Display Tables



4' Display Table

F190 30" High



4' Display Table

F220 42" Counter High



6' Display Table

F200 30" High



6' Display Table

F230 42" Counter High



8' Display Table

F210 30" High



8' Display Table

F240 42" Counter High



30" Diameter Pedestal

F80 18" H (Gray)



30" Diameter Pedestal

F90 30" H (Gray)



30" Diameter Pedestal

F100 42" H (Gray)

⊞ HERITAGE[™]

EXHIBIT HALL FIRE REGULATIONS

exhibitor.services@heritagesvs.com 1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

The information contained in this brief outline does not by any means cover completely the ordinances and regulations contained in the local Fire Prevention Code.

The following are basic rules governing concessions, exhibits, and shows in any building open to the public:

- All curtains, drapes and decorations must be constructed of flameproof material, or treated with an approved flameproofing solution. (Treatment shall be renewed as often as may be necessary to maintain the flameproofing effect.)
- 2. No combustible materials, merchandise or signs shall be attached to, hung from, or draped over flameproofed side and rear divider draperies of booths or attached to table skirting facing aisles, unless flameproofed.
- 3. All exits, hallways and aisles leading from buildings or tents are to be kept clear and unobstructed at all times.
- No exit door shall be locked, . bolted or otherwise fastened or obstructed at any time an exhibit building is open to the public. Moreover, it shall be unlawful to obstruct, or reduce in any manner, the clear width of any doorway, hallway, passageway or other means of egress. Additionally, all required exits shall be so located as to be discernible and accessible with unobstructed access thereto.
- 5. Access through turnstiles, gates, rails or similar devices shall not be permitted unless such a device is equipped to swing readily in the direction of exit travel under a total force of not more than 15 pounds and/or prior approval of the Fire Marshal.
- All sawdust, shavings, hay and straw shall be flameproofed, stored and maintained in a manner approved by the Fire Marshal.
- Automobiles, trucks, tractors, machinery and other motor vehicles utilizing flammable fuels, which are placed on display inside any building shall have no more than two (2) gallons of fuel in the tank; all fuel tanks shall be locked or effectively sealed and battery cables shall be disconnected from the ignition system. Ignition keys for vehicles on display shall be kept by a responsible person at the display location for removal of such vehicles from the building in the event of an emergency.
- There shall not be any gasoline powered forklifts or carts allowed in a place of assembly. Exceptions: Propane or electric vehicles are
- 9. The use of liquefied petroleum gases inside buildings, tents or other areas is strictly prohibited, except for demonstration purposes when approved by the Fire Marshal. Maximum LPG allowed for exhibition purposes is a six (6) pound cylinder.
- "No Smoking by Order of Fire Marshal" signs shall be posted and maintained in areas designated by the Fire Marshal. 10.
- Provide for daily removal and disposal of trash and rubbish from buildings and tents.
- All electrical wiring shall be installed in a manner approved by the City Chief Electrical Inspector.
- Provide and maintain approved fire extinguishing equipment in all areas as designated by the Fire Marshal.
- All standpipe and hose cabinets shall be kept clear and unobstructed at all times.
- All appliances fired by natural gas shall be approved by the City Chief Mechanical Inspector and Fire Marshal before being used.
- The use of welding and cutting equipment for demonstration purposes must be by permit from the Fire Marshal.
- Cylinders of compressed gases are prohibited unless approved by the Fire Marshal, and shall be secured in a vertical or horizontal position depending on the tank use and design.
- The operator or the person in charge of operation or use of any place of assembly or education shall check egress facilities before such building is occupied for any use. If such inspection reveals that any element of the required means of egress is obstructed, inaccessible, locked, fastened or otherwise unsuited for immediate use, admittance to the building shall not be permitted until necessary corrective action has been completed.
- There shall not be any obstructions blocking exit doors from the outside of any building such as autos parked in doorways or barricades across sidewalks.
- 20. No curtains, drapes or decorations shall be hung in such a manner as to cover any exit signs.
- No vehicles shall be parked in fire lanes outside of buildings.
- No flammable liquids shall be used or admitted inside of buildings except by approval of the Fire Marshal.
- Artificial lighting such as lanterns and candles are prohibited.
- The use of all gas-fired heating units, either portable or stationary, shall meet the approval of the City Chief Mechanical Inspector and the Fire Marshal. The use of the so-called "salamander" stove is strictly prohibited.
- All cooking appliances shall be equipped with ventilating hoods and equipment as deemed necessary by the Fire Marshal, but in any instance such equipment shall be installed in accordance with provision of the City Building and Fire Codes. However, countertop fryers not exceeding 15 lbs. of oil may be used without the necessary ventilating hood and surface protection requirements. Additionally, the exhibitor shall be allowed no more than one (1) fryer per booth and shall provide two (2) ten (10) pound B.C. extinguishers, positioned on both sides of said fryers. All cooking appliances shall be listed by a National Testing Agency: i.e. Underwriters Laboratory or Factory Mutual
- Booth and seating plans must be approved by the Fire Marshal. Submit plans to the Fire Marshal no later than 15 days before set-up date.
- There shall not be any ticket booths, tables or any other display setup in the lobby without the prior approval of the Fire Marshal.
- All aisles shall be maintained at a minimum of ten (10) feet clearance.
- All covered structures in excess of ninety (90) square feet in area shall be protected by an automatic fire detection system approved by the Fire Marshal.
- All floor plans submitted shall by totally representative of the halls, rooms and/or areas in which the events are held in, such as the location of manual pull stations, fire hose standpipe closets, exits, aisles and man doors in air walls, etc.