

BUILDERS ST. CHARLES HOME SHOW RULES, REGULATIONS AND INSTRUCTIONS

Arrangement of Displays

Exhibitors are required to arrange their displays so as not to obstruct the general view or conceal other exhibits. It is suggested that exhibitors having large or bulky exhibits select wall space or island spaces. In all linear exhibit areas booth height may not exceed 8'3". Any display materials exposing an unfinished surface to a neighboring booth must be finished at the exhibitor's expense. An island or peninsula is one whose space is 20' x 20' or larger and has four open sides:

1. The height limitation is 12' for island displays.
2. Any unfinished surfaces must be finished or masked to the satisfaction of Show Management
3. To facilitate the construction of these exhibits and aid in improving the overall appearance of the show exhibitors with island or peninsular displays should submit their plans to Show Management for approval by February 2, 2018.

Signs

No special signs, apparatus, etc., will be permitted to extend more than 8'3" above the floor and no interference with light or space of other exhibitor will be allowed. Illuminated signs must be placed against the back of the booth. No signs or banners are to be placed outside of the display space assigned to each exhibitor. All signs must be done by a professional sign shop. Any exhibitor having signs which are, or look, amateurish and detract from the overall dignity and refinement of the Show will be asked by Show Management to remove said signs from their booth. Signs may not be hung from the ceiling, beams or columns. Feather flags are only permitted in 20'x20' booths or larger and cannot be blocking visibility of neighboring booths. Any signage or displays found in violation will be removed and stored by the Show Decorator in the exhibitor storage area. Items must be picked up by exhibitor no later than show move-out hours or items will be forfeited.

Selling of Products In Booth

Cash and carry selling or fund raising for non-profit groups, charities, etc. will be permitted only with written permission from Show Management. Orders may be taken for merchandise or service to be delivered at a future date.

Booth Equipment And Furnishings

Custom built displays are desirable and more effective because of their eye appeal. If, however, it is not possible to have a custom built booth, exhibitors may utilize the standard booth equipment which is furnished by Show Management. This will consist of drapes 8' high as a background and siderails 3' high. A 7" x 44" sign complete with exhibitor's firm name is included. The official decorator will forward forms for ordering furniture and other special equipment after approval of application and assignment of space. They will be responsible for furniture rental, special signs, special drapes, exhibit design, construction and installation, labor and special services for this show. All forms are available in the exhibitor manual, available 60 days prior to the show on line at www.stlhomeshow.com. The convention center will not supply any equipment.

Sound Control

Loud speakers, radios, television sets, or the operation of any machinery or equipment which is of sufficient volume as to be annoying to 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. Licensed music in any form is prohibited without payment of appropriate licensing fees.

Decorator

Heritage Display Group of St. Louis, 620 Shenandoah Ave., St. Louis, MO 63104, (314) 534-8500 is the official decorator. A service order form will be issued to all exhibitors covering electricity, carpentry, decorating, sign making, furniture for rental, gas, water, drains, cartage, uncrating, erecting, dismantling, and reerating of heavy machinery. Exhibitors will be billed directly for their services at the reasonable and uniform rates. A schedule of rates will accompany the service order form.

Electrical Equipment

Electrical wiring and equipment installation must conform to appropriate St. Charles City codes. The Electrical General Foreman is obligated to refuse connections where wiring is not in accordance with the St. Charles electrical code. Information and order forms for electric service will be forwarded to exhibitors at least 60 days prior to the show dates. Engines, motors or any kind of equipment may be operated only with the consent of the Director of Engineering.

Non-inflammable Materials

All materials used in the exhibit hall MUST be non-inflammable to conform with the fire regulations of the St. Charles Fire Department. No combustible decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All packing containers, excelsior and wrapping papers are to be removed from the floor and must not be stored under the tables or behind displays. All muslin, velvet, or any cloth decorations must stand a flame proof test as prescribed by the St. Charles Fire Department Regulations. Material not conforming with such regulations will be removed immediately at the exhibitor's expense. All displays with a roof or covering must have a fire extinguisher located in the display.

Price List

The advertisement, exhibit or promotion may include prices, but shall not make price comparisons with competitive products.

Exhibitor Manual

The Exhibitor Manual is part of this agreement, available on line at www.STLHomeShow.com.

Security

The Association will provide watchmen 24 hours a day during the show within the exhibit hall area only; the Association is not obligated to provide any other type of security. Any additional security measures must be provided by the exhibitor. The Association will furnish guard protection at night, but neither St. Charles Convention Center Management, the Home Builders Association, Heritage Display Group of St. Louis, 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 and during move-out.

Subletting Space

No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to them, nor exhibit therein any other goods, apparatus, service, advertising signs, etc., than those manufactured or sold by the exhibitor in the regular course of their business, without the written consent of the Show Management. Violation of this rule shall be cause for eviction without refund. If it is necessary to use the equipment of another manufacturer, distributor, or dealer whose equipment should be displayed separately, than no advertising may be in evidence.

Distribution of Literature and Souvenirs

Printed advertising, souvenirs, etc. may be distributed by exhibitors from their own space only. Any souvenir or advertising that is of an objectionable or undignified character will not be permitted. Souvenirs should not be of the noise making variety. All such gifts are subject to the approval of Show Management.

Care of Building And Displays

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 placed in its original condition by the exhibitor or at the exhibitor's expense. Walls, woodwork and building floor must not be defaced or altered in any manner whatsoever. Tacking, taping, or nailing of signs, banners, etc., to any permanent walls or woodwork or beyond the limits of any background is prohibited. No nails or bracing wires used in erecting displays may be attached to be building. Exhibitors will be required to keep their booth displays neat and orderly throughout the Show.

Relocation of Exhibits

The Association reserves the right to alter the location of exhibitors, or of booths as shown on the official floor plan, if deemed in the best interest of the exposition. The Association shall have the further right to prohibit, bar, prevent, and remove any exhibit or proposed exhibit, or any part or portion, thereof, which in the judgement of the Association is unsuitable or inappropriate for the exhibition or purposes of such exhibition; and such right shall extend, but shall not be limited to all equipment, materials, displays, installations, and other items or things constituting part of or used in connection with any such exhibit.

Liability

Neither the Home Builders Association of St. Louis and Eastern Missouri, nor the City of St. Charles, owner of St. Charles Convention Center, nor St. Charles Convention Center Management, Show Committee Members, and their directors, officers, employees or agents will be responsible for any death, injuries to persons, or for the loss of, or damage to, property that may occur to the exhibitor or its directors, officers, employees, agents, or invitees, from any cause whatsoever, prior, during, or subsequent to the period covered by the display contract. By signing the display contract, the exhibitor, for itself and its directors, officers, employees, agents and invitees, expressly released the above-named entities and persons from any and all claims, demands, damages, actions and causes of actions for any such loss, damage, death or injury. Without limiting the foregoing, the exhibitor understands that any consignment of goods is entirely at the risk of the exhibitor.

Indemnification

Exhibitor indemnifies the Home Builders Association of St. Louis and Eastern Missouri, the City of St. Charles, owner of St. Charles Convention Center, St. Charles Convention Center Management, Show Committee Members, and their directors, officers, employees, agents and invitees against all claims, demands, damages, actions, causes of action, or judgements, including without limitation attorney fees and other expenses, for death or injuries to persons or loss of, or damage to, property arising, in whole or in part, out of any act or omission of exhibitor or its officers, directors, employees, agents, or invitees, done or omitted in connection with the Show. In the event that any such claim, demand, damage, or cause of action shall be asserted, or action or other proceeding instituted, against any of the above- named entities or persons, exhibitor shall defend against such claim, demand, damage, cause of action, action, or other proceeding by counsel satisfactory to the Association.

Insurance

Neither the Association, the City of St. Charles, St. Charles Convention Center, nor the Show Committee provide insurance for the benefit of exhibitors or their directors, officers, employees, agents and invitees. Exhibitors who desire to carry insurance on their displays or for any other purpose must place it at their own expense. Exhibitors are urged to maintain such insurance coverage as they may deem necessary to fully protect them against all risks assumed or incurred in, or in connection with, the Show.

Eventualities

In case the exhibit hall shall be destroyed by fire, or the elements, or by any other cause, or in case other circumstances shall make it impossible for the management to permit the contracted space to be occupied by the exhibitor, then this lease shall terminate and the exhibitor shall waive any claim for damages or compensation except the pro rata return of the amount paid for space rental.

Booth Staffing

Exhibitors are required to have representation inside their booth during all show hours. It is the exhibitor's responsibility to contact the Show Manager in advance if a special arrangement needs to be made.

Move-Out & Tear Down of Displays

Exhibitors may begin tearing down their display after the show officially closes on the last show day after the show closing announcement is made. Exhibitors not in compliance may be denied entry into future shows.