

- EXHIBITOR PACKET -



Saturday, June 22 & Sunday, June 23, 2024
ASHEVILLE, NORTH CAROLINA
WNC AGRICULTURAL CENTER | DAVIS EVENT CENTER



We have participated in Build and Remodel in the past, to not only establish ourselves as an qualified leader in the building community of Western North Carolina; but also to meet area residents who are looking to do work on their homes, and need our product.



- Cody Pelletier, Laurel Windows & Doors



BABRM
Members
receive
\$200 OFF
each booth!

Contact us:

BuildandRemodelAsheville.com

828-299-3792

buildandremodel@ashevillehba.com

Each booth will be furnished with standard booth divides (3' high sides, 8' high backdrop), (1) 7' skirted table, (2) chairs, and booth ID sign. Items such as additional tables and chairs, carpet, electricity, etc. may be purchased for an additional cost through the online Exhibitor Portal.

If you are interested in applying to be a 2024 Build & Remodel Expo Exhibitor, you must register online.

**Showcase Booths are Island Booths and will not have pipe and drape divides.*

BOOTH RATES

10' x 10' Standard Booth	\$1,125
10' x 10' Premium Booth	\$1,300
10' x 20' Feature Booth	\$2,750
20' x 20' Showcase Booth*	\$4,500
20' x 20' Title Sponsor Booth	\$10,000
10' x 10' Premium Outdoor Living Booth	\$950
10' x 10' Outdoor Living Booth	\$850
28' x 58' Outdoor Living Sponsor Booth	TBD

Member Discounts:

-NAHB Members (non-BABRM) save \$100 per booth

-BA of the Blue Ridge Mountains Members save \$200 per booth

Multi-Booth Discounts:

If two or more booths are purchased, a 5% discount will be applied.

Contact buildandremodel@ashevillehba.com for your promo code to enter at checkout.

HOW TO APPLY



Go to Shows.map-dynamics.com/bre2024/?register.

Note: On our Expo website, www.buildandremodelasheville.com, you can also find the Exhibitor Portal link to register.



To register, choose your preferred booth(s) from the map by clicking on the booth number. You may select multiple booth preferences and these will show up on the right hand of your screen. You can delete your choice if you make a mistake.

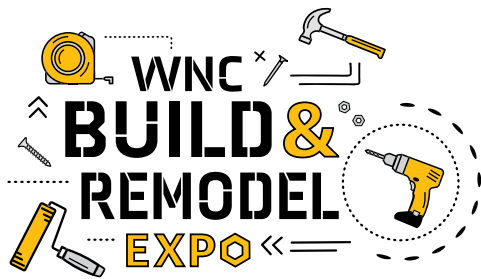


Click "Continue to Checkout" and complete the remainder of the steps. Full payment is REQUIRED at time of application to reserve space on the floor as we quickly approaching the show dates. If BABRM rejects the Exhibitor's application, the funds will be promptly refunded.

After completing your online registration, Expo Management will be in touch within 48 business hours to confirm your booth location.

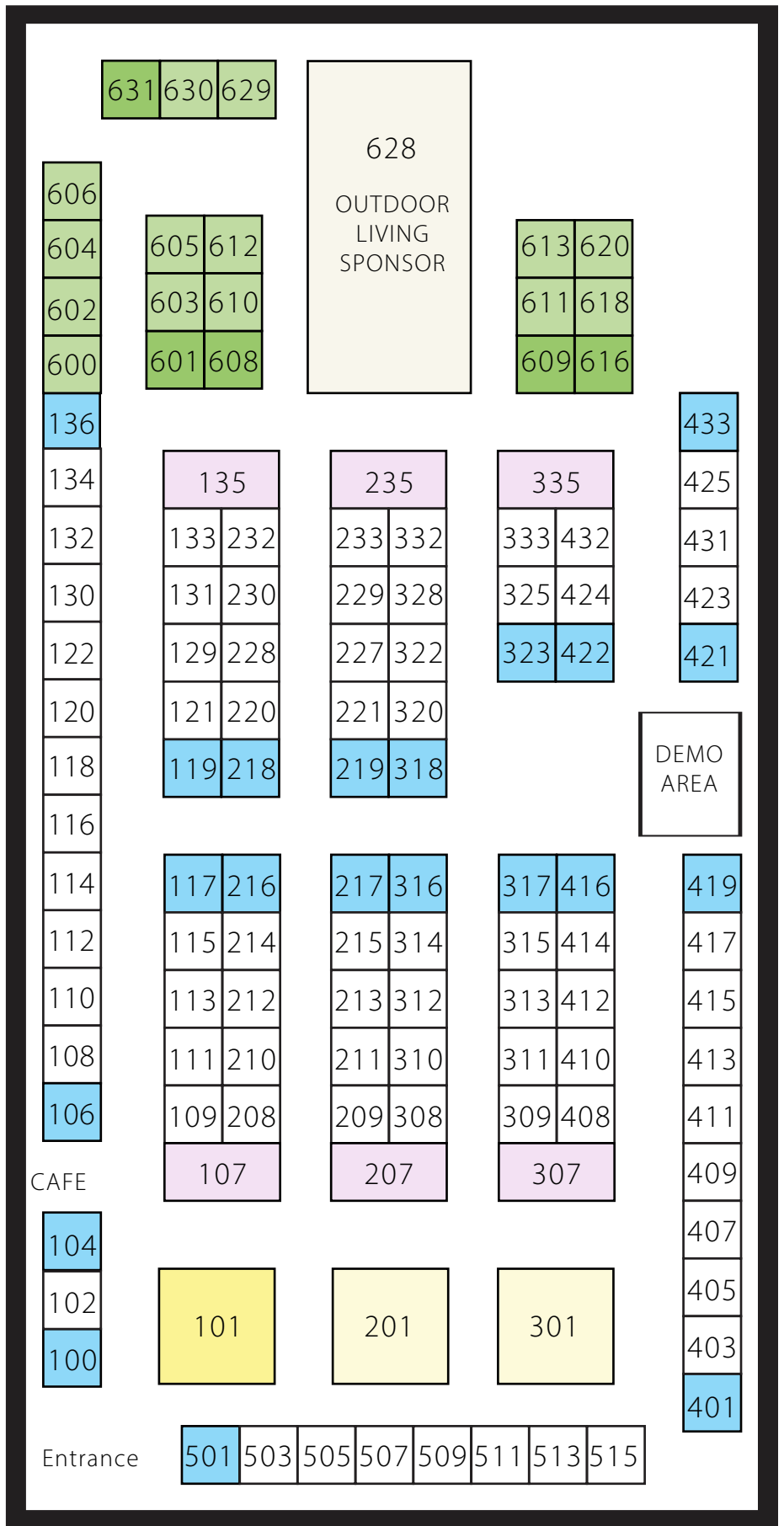
FREE Exhibitor Inclusions Utilize one or all of these Exhibitor Freebies and Perks to enhance your exposure!

- Submit up to three (3) photos of your Company's products & services for Feature on BABRM Social.
- Display an Expo poster (8.5x11), provided by Show Management, in your showroom, store front window or office.
- Utilize the official "Build & Remodel Expo Participant" logo in your pre-show marketing efforts, social media posts, newsletters, flyers, and more.
- You will get six (6) complimentary guest tickets to invite clients to come and see you at the show. Additional tickets may be purchased at a discount for just \$5 each.
- Offering a Giveaway during the show? Tell us what you're drawing and special giveaway is and we'll promote it online on the BABRM Social media starting May 4, 2024.
- BABRM Members will be included on the Passport encouraging attendees to visit your booth.



PARTICIPANTS INCLUDE:

- Alarm & Security
- Appliances
- Appraisers
- Architects
- Banking
- Brick, Stone & Sand Suppliers
- Masonry
- Builder
- Building Materials
- Cabinets
- Central Vacuums
- Cleaning: Fire, Flood, Construction & Smoke Damage
- Closet Systems
- Concrete
- Custom Builder
- Decks & Patios
- Decorating & Interior Design
- Doors
- Electrical Services
- Elevators & Stair Lifts
- Energy & Gas Suppliers
- Environmental Products
- Fences
- Fireplace Equipment
- Flooring
- Furniture
- Garage Doors
- Gardening
- General Contractor
- Glass & Mirrors
- Granite, Marble, Stone & Tile
- Green Builder
- Gutters
- Hardscapes
- Home Automation
- Hot Tubs, Pools & Spas
- HVAC
- Insulation
- Ironwork
- Kitchen & Bath
- Landscaping
- Lawn Equipment
- Lighting
- Log Homes
- Lumber Companies
- Metal Fabrication
- Millwork & Moulding
- Modular Homes
- Mold Services
- Murphy Beds
- Painting
- Pest Control
- Playgrounds
- Plumbing
- Rainwater Harvesting
- Real Estate
- Remodeling
- Restoration Services
- Roofing
- Siding
- Skylights
- Solar Energy
- Stairs
- Steel Buildings
- Water Purification & Filtration
- Waterproofing
- Well Drilling
- Windows



- 10 x 10 Regular Booth
- 10 x 10 Premium Booth
- 10 x 20 Feature Booth
- 20 x 20 Title Sponsor Booth
- 20 x 20 Showcase Booth
- 10 x 10 Premium Outdoor Living Booth
- 10 x 10 Regular Outdoor Living Booth

Don't see yourself?
 Email buildandremodel@asvillehba.com to see if you fit in our show!

Boost your company's visibility at the Build and Remodel Expo by expanding your presence beyond your booth space.

Exhibitor Advertising

Advertising in the full color 2024 Expo Resource Guide (advertising exclusive to exhibitors and sponsors) and online at *BuildandRemodelAsheville.com* is the perfect way to be visible for attendees as they plan their visit to the Expo, tour the show floor and as a resource for months following the show.

Print & Digital Expo Guide:

- Full Page Ad at \$950 - 5" W x 8" H
- Half Page Ad at \$670 - 5" W x 3.875" H
- Quarter Page Ad at \$525 - 2.375" W x 3.875" H
- Upgrade in Exhibitor Directory in Resource Guide with logo and social handle - \$250



Present a Live Demonstration or Workshop

Presenting a live demonstration or workshop is a great way to share your knowledge, expertise and the professionalism you will bring to the job site. A variety of Live Demos and Workshops will take place every hour during Expo Hours in a designated area on the show floor. There is no fee to be a presenter. The Demo Area will be set theater style with a 7' display table, LCD projector screen, laptop, wireless mic and electric access. Presentations should be no more than 30 minutes including time for audience Q&A.

If you are interested in presenting, please reach out to buildandremodel@ashevillehba.com with your proposed topic, title and description.

Hotel Room Block

We are offering a special group rate for Exhibitors at the Courtyard by Marriott Asheville Airport. Please email buildandremodel@ashevillehba.com with the subject "2024 B&R Expo Hotel Room" to take advantage of this special pricing.

Please read the 2024 Exhibitor Rules & Regulations carefully. You are required to check "I agree" after reading through the below Rules & Regulations. By checking "I agree", your company is entering into contract with the Builders Association of the Blue Ridge Mountains (BABRM), herein referenced as Expo Management, and your company as an exhibitor, and govern the use of the exhibit space contracted for as if they had been fully set forth in the Exhibit Space Reservation and Contract.

In reading these rules and regulations, "we" and "us" refers to Expo Management (BABRM) and authorities of the expo facility (WNC Ag Center), and Federal governments as appropriate. "You" means your company and its authorized representatives and personnel. Where a specific entity or governmental body is required, we will identify them by name.

RESPONSIBILITY

It is your responsibility to be fully familiar with these expo rules and regulations and to see that each member of your company attending the expo is also familiar with these regulations. We recommend that you distribute copies to all those who will be present for the expo.

BOOTH INFORMATION

- **Booth Construction:** Each exhibitor is entitled to a reasonable sightline from the aisle, therefore, in all linear exhibits, including features, the front two feet of exhibit space must not have any equipment or display material over 42 inches high. Maximum height not to exceed 10 feet within remaining booth area. Any display materials exposing an unfinished surface to neighboring booths must be finished at the exhibitor's expense. Any exhibitor failing to comply with these requirements will be asked to remedy the issue prior to the expo opening and may be required to remove their exhibit from the expo.

- Each booth will be furnished with standard booth dividers (3' high sides, 8' high backdrop), (1) 7' skirted table, (2) chairs, and booth ID sign. Items such as additional tables and chairs, carpet, electricity, etc. may be purchased for an additional cost through the online Exhibitor Portal. Showcase Booths are Island Booths and will not have pipe and drape dividers.

- **Booth Location/Assignment:** Spaces are assigned by management. Every effort is made to give Exhibitor their request but no guarantees can be made. Floor plan, space or numbers may be changed by management for the benefit of Exhibitors or the event.

- **Outdoor Living Section:** Designated section will be available to exhibitors of Outdoor Living and Landscaping products/services. Approval required.

- **Subletting Space:** No Exhibitor will 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 Expo Management. Management reserves the right to remove any exhibit not conforming to all federal, state and local requirements and laws.

- **Character of Exhibits & Sales:** No soliciting, literature, or costumed characters will be allowed outside your designated booth area. Exhibits are for display purposes only, no high-pressure sales tactics. Expo Management must approve any items to be sold at the expo and exhibitor is required to complete paperwork. Distribution of food/beverage items is not permitted.

- **Electricity:** A 110-volt, 15 amp electrical outlet is available for an additional charge on the exhibitor portal. Extension cords may be necessary, all electrical cords must be 3 prong grounded. All electrical

services are to be ordered through Expo Management, in advance of expo. Standard wall, column and permanent building outlets are not considered part of a booth space and are not to be used by Exhibitors unless specified otherwise. Under NO circumstances shall anyone but the "house approved electrician" make any special or direct wiring electrical connections. Exhibitors are required to turn off exhibit lights, electronic equipment, etc. at the end of exhibit hours.

- No Water Displays or Machines are allowed
- **Display Vehicles:** Any vehicle displayed in the Expo must be approved in advance by Expo Management. Certain specifications and requirements apply. Vehicles will not be allowed on display in front of Expo Facility unless through approved sponsorship. Contact Expo Management for more details.
- **Signage:** You may use your own sign providing it does not extend beyond your booth space. Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, curtains, doors, painted surfaces or columns unless done by or under the direction of Expo Management. No holes may be drilled, cored or punched in the building.
- **Sound Control:** Sound-emitting equipment will be permitted, but Exhibitor must keep all sound at a level that will not disturb neighboring exhibits. Expo Management will be the final arbitrator when deciding if noise is too loud. If an exhibitor refuses to lower sound level, they will be removed from the expo without any refund of booth fee.

EXHIBITOR MOVE IN

Exhibitors must check-in at the main entrance of expo facility to receive paperwork prior to move in. No Exhibitor will be able to be permitted to move in until the balance of their contract is paid in full. All materials must be brought in/out through designated cargo doors on move in days only during assigned move in times. A forklift will be available for a charge of \$50 per 30 minutes.

Thursday, June 20, 2024 (limited drive in access available)

8:30am-4:30 pm All Booths

* Please contact Expo Management if you need special access

Friday, June 21, 2024 (carry in ONLY, no drive in permitted)

8:30am-4:00 pm All Booths within 100 to 515

Outdoor Living Section Booths 600 to 631

All exhibits must be completed and ready for inspection by Expo Management by 4:00 pm on Friday, June 21. Expo facility will be locked and inaccessible from 4:00 pm on Friday, June 21 until 9:00 am on Saturday, June 22. At this time, any display violations will be noted and reported to the exhibitor. Failure to correct any violations by the time the expo opens to the public at 10:00am on Saturday, June 22 will result in a fine or removal from expo. We reserve the right to rent or fill any exhibit space that has not been occupied by 4:00pm on Friday, or at any time thereafter.

EXHIBITOR MOVE OUT SCHEDULE:

Sunday, June 23- 4:00 pm to 6:00 pm (Carry Out Only)

Monday, June 24 - 8:30 am to 12:00 pm (Limited Drive In Access)

Failure to completely move out by 12pm on Monday may result in a fine of \$150 per hour.

NO DISPLAY MAY BE DISMANTLED OR PACKED PRIOR TO 4PM ON SUNDAY. There is a \$500 fine for tearing down early. It is the Exhibitors responsibility to pack and remove or consign for shipment of all items prior to leaving booth unattended. BABRM Management and the Ag Center will not be made responsible for any items left unattended. During move out, no vehicles will be allowed at the back loading gate until your booth is completely disassembled and ready to be loaded. A fork lift will be available at a charge of \$50, only available during Monday move out.

2024 EXHIBITOR RULES & REGULATIONS CONTINUED

EXHIBITOR INFORMATION

- **Exhibitor Badges:** Must be picked up at the Expo facility during designated move in times. Badges allow entrance into the Expo Facility during Expo hours. No Exhibitor will be able to obtain badges or be permitted to move in until the balance of their contract is paid in full. Three (3) Exhibitor Badges per 10x10 booth space will be provided at no charge. Six (6) badges per 10x20 or greater will be provided at no charge. Exhibitors are responsible for distributing badges to company representatives. Exhibitors without badges must pay admission. Badges may be left at Will Call.
- **Booth Staffing:** Only registered Exhibitors are allowed to work booths. Booths must be staffed during all expo hours including a minimum of 15 minutes prior to expo opening on both days. Failure to properly staff booth by the above standards will result in a fine of \$100 for the first violation and suspension from future expos for the second violation. Please see move out section for additional penalties for early breakdown.
- **Exhibitor Solicitation:** Solicitation of exhibitors by other exhibitors is strictly prohibited during expo hours. Exhibitors must remain in their booth unless they are taking a break. You are not allowed to roam the aisle and handout business cards, etc. You are absolutely not allowed to go in the aisles and recruit people to come into your booth or take people from someone else's booth to come into yours. It is the responsibility of exhibitor to notify Expo Management of any solicitations during expo.
- **Contests/Giveaways:** For promotional purposes, BABRM Management may be informed of Exhibitor giveaways. It will be the Exhibitors responsibility to distribute giveaway to winner(s).
- **ADA Requirements:** The Americans with Disabilities Act (ADA) has specific requirements for public exhibits. Exhibitors are responsible for making their space accessible in accordance with the Americans with Disabilities Act. Any exhibitor that fails to comply with these regulations is subject to a fine by the government.

LIABILITY

- **Care of Building & Exhibits:** Exhibitors will be responsible for any damage done to the building by them, their agents, or employees. All property destroyed or damaged by the Exhibitors must be placed in its original condition or at the Exhibitor's expense. Walls, woodwork, and floor of the building must not be defaced or altered in any manner whatsoever. Exhibitors are liable for any damage caused to the building floors, walls or columns; or to standard booth equipment, or to other Exhibitor's property. Exhibitors will be required to keep their booth displays neat and orderly throughout the expo.
- **Security/Safety:** Periodic on-site inspections of premises are provided by an off duty police officer, but this does not constitute a guarantee to the exhibitor's property. It is always wise to take precautions so that nothing is stolen. Small electrical equipment such as iPads, cameras, laptops, etc., should never be left unattended. Expo Management, the BABRM and the Ag Center are not responsible for lost, stolen or damaged property.
- **Certificate of Insurance:** A Certificate of Insurance certifying a general liability policy must be submitted to Expo Management. Certificate must be received in order to proceed with move in. Please email a copy to buildandremodel@ashevillehba.com after completing the Exhibitor Online Portal.
- **Waiver of Liability:** BABRM shall not be responsible for any damage or injury that may happen to Exhibitor or its agent, employees or property from any course whatsoever except the gross negligence or willful misconduct of BABRM or its employees, arising out of BABRM duties and responsibilities under this agreement. Exhibitor expressly releases BABRM, its directors, officers, agents and employees from any such loss, damage or injury.

- **BABRM Rights:** BABRM reviews all exhibits to insure the quality of the expo. BABRM reserves the right to refuse any exhibit, exhibitor, or employee which, in the opinion of BABRM, is not in the best interest of the expo. BABRM reserves the right to limit exhibitors based on product and service type to ensure variety within the expo.

- **Violations:** Exhibitor shall be bound by the rules and regulations set forth herein, and by such additional rules and regulations which may be established by BABRM. All matters and questions not covered by the above will be subject to final judgment and decision by BABRM. Any violations by Exhibitor of any terms or conditions herein shall be subject to the cancellation of the contract to occupy exhibit space, and forfeiture of any monies paid on account thereof upon due notice of such cancellation. BABRM shall have the right to take possession of Exhibitors space, remove all persons and properties of the Exhibitor, and hold Exhibitor responsible for risks and expense incurred in such an event.

FREIGHT/SHIPPING

The WNC Ag Center will accept exhibit materials for storage no sooner than Wednesday, June 19. Ship to WNC Ag Center—Davis Arena, 765 Boylston Hwy. Fletcher, NC 28732. All items must be labeled with Company Name and "Build & Remodel Expo." Please note that a standard loading dock is NOT available. Delivery trucks need to come supplied with a pallet jack. If delivery truck requires use of Ag Center's forklift for unloading, a \$75 standard freight charge will be invoiced to Exhibitor by Show Management. *See Move-In rules for additional forklift usage fees.

DEPOSIT

Full payment is REQUIRED at time of application to reserve space on the floor as we are quickly approaching the show dates. If BABRM rejects the Exhibitor's application, the funds will be promptly refunded. Any legal fees and costs of fulfilling terms of this contract are liable to and will be paid by Exhibitor.

CANCELLATION/EXHIBITOR FORFEIT

If an exhibitor does not submit monies due, as agreed upon in the contract, the space may be forfeited and the exhibitor will not be allowed to move in. If the Exhibitor cancels in writing prior to May 7, 2024, BABRM will re-fund any payments. Cancellations on or after May 7, 2024 are non-refundable.

EXPO MANAGEMENT/EXPO OFFICE

This Expo is under the management of the Builders Association of the Blue Ridge Mountains (BABRM), which shall have the right to make such rules and regulations, as it deems advisable for the success of the Expo. Management's application, interpretation and construction of said rules shall be final and conclusive. Management reserves the right to limit the number of booths, if demands so require. Management also reserves the right to refuse to sell exhibit space and to bar, move, modify exhibits, or portions thereof, which in the discretions of the management are deemed objectionable or in poor taste.

EXPO HOURS - OPEN TO GENERAL PUBLIC

Saturday, June 22, 2024 - 10 am until 6 pm
Sunday, June 23, 2024 - 11 am until 4 pm

ADDITIONAL FACILITY HOURS OPEN TO EXHIBITORS ONLY

Saturday, June 22, 2024 - 9:00 am
Sunday, June 23, 2024- 10:00 am

Exhibitor Questions may be directed to the BA Blue Ridge Mountains at 828-299-3792 or buildandremodel@ashevillehba.com

SPONSORSHIP OPTIONS

TITLE SPONSOR [\$10,000 – limit one]

- Company Logo:
 - Any Expo Sponsor Listing
 - Expo website with link to Company website
 - Select ads (print, digital, TV, billboards)
 - Expo Floor Plan
 - Full page ad in Resource Guide
 - Cover of Resource Guide
 - Social Media Post feature
- Company Recognition:
 - Expo Title: WNC Build & Remodel Expo presented by
 - Communications and advertising related to the event including emails, radio and TV ads
 - Post-event Blueprints Blog
- Show Perks:
 - 20' x 20' Showcase Booth
 - Logo on Welcome Floor Decal at Entrance of Show Floor
 - Signage on show floor (conversation around exact location can be had with Expo Management)
 - (100) Expo Tickets
 - Verbal recognition throughout event (on stage, any announcements)
 - Opportunity to provide promo item in Attendee Bag (quantity needed 1,500)

OUTDOOR LIVING SPONSOR

*Pricing to be determined in conversation with BABRM.
 Sponsorship requires landscape company, may include up to one support company

- Company Logo:
 - Any Expo Sponsor Listing
 - Expo website with link to Company website
 - Select ads (print, digital, TV, billboards)
 - Full page ad in Resource Guide
 - Cover of Resource Guide
 - Social Media Post feature
- Company Recognition:
 - Communications related to the event including emails and social media
 - Post-event Blueprints Blog
- Show Perks:
 - 28' x 58' Outdoor Living Booth in Outdoor Living Section
 - Signage on show floor (conversation around exact location can be had with Expo Management)
 - (50) Expo Tickets
 - Verbal recognition throughout event (on stage, any announcements)
 - Opportunity to provide promo item in Attendee Bag (quantity needed 1,500)

SHOWCASE SPONSOR [\$4,500 – Limit of 2]

- Company Logo:
 - Any Expo Sponsor Listing
 - Expo website with link to Company website
 - Half page ad in Resource Guide
- Company Recognition:
 - Communications related to the event including emails and social media
 - Post-event Blueprints Blog
- Show Perks:
 - 20' x 20' Premium Booth by Entrance
 - (25) Expo Tickets
 - Verbal recognition throughout event (on stage, any announcements)
 - Opportunity to provide promo item in Attendee Bag (quantity needed 1,500)

ATTENDEE BAG SPONSOR [\$3,500]

- Company Logo:
 - Any Expo Sponsor Listing
 - Expo website with link to Company website
 - Quarter page ad in Resource Guide
- Company Recognition:
 - Communications related to the event including emails and social media
 - Post-event Blueprints Blog
- Show Perks:
 - Provide branded bags to the first 1,500 attendees
 - (15) Expo Tickets
 - Verbal recognition throughout event (on stage, any announcements)

DEMO & WORKSHOP SPONSOR [\$2,500]

- Company Logo:
 - Any Expo Sponsor Listing
 - Expo website with link to Company website
 - Quarter page ad in Resource Guide
- Company Recognition:
 - Communications related to the event including emails and social media
 - Post-event Blueprints Blog
- Show Perks:
 - Logo on signage in Workshop & Demo area
 - (15) Expo Tickets
 - Verbal recognition throughout event (on stage, any announcements)
 - Opportunity to provide promo item in Attendee Bag (quantity needed 1,500)

FUTURE BUILDERS SPONSOR [\$850]

- Company Logo:
 - Any Expo Sponsor Listing
 - Expo website with link to Company website
- Company Recognition:
 - Communications related to the event including emails and social media
 - Post-event Blueprints Blog
- Show Perks:
 - Company logo sticker on child size construction hats, given to the first 100 children in attendance.
 - (12) Expo Tickets
 - Verbal recognition throughout event (on stage, any announcements)
 - Opportunity to provide promo item in Attendee Bag (quantity needed 1,500)

FLOOR DECALS SPONSOR [\$750 – limit of 4]

- Company Recognition:
 - Any Expo Sponsor Listing
 - Listing on Expo website with link to Company website
 - Communications related to the event including emails and social media
 - Post-event Blueprints Blog
- Show Perks:
 - (2) 2' x 4' Floor Decals placed on the Expo Floor
 - (10) Expo Tickets
 - Opportunity to provide promo item in Attendee Bag (quantity needed 1,500)

EXPO SUPPORTER [\$500 - Unlimited]

- Company Recognition:
 - Any Expo Sponsor Listing
 - Listing on Expo website with link to Company website
 - Communications related to the event including emails and social media
 - Post-event Blueprints Blog
- Show Perks:
 - (6) Expo Tickets
 - Opportunity to provide promo item in Attendee Bag (quantity needed 1,500)