



Exhibitor Manual

Coventry Mall, Pottstown, PA

March 3 & 4, 2018

Welcome to the Home & Family Expo!
Thank you for exhibiting with us.

This exhibitor manual has been compiled to help you and your team with complete details regarding all phases of the exhibition process at the Home & Family Expo presented by NARI-BIE. Inside is everything you need to make your participation in our show successful.



Welcome!

Thank-you for being a part of the 2018 Home and Family Expo, presented by NARI-BIE.

The theme for this year's Expo is **Ideas for Better Living**. We encourage all our exhibitors to think about how their services can make homeowners and future homeowners lives better.

One of NARI-BIE's central tenants is to refer ethical and upstanding businesses and contractors to local homeowners. We pride ourselves on promoting goods and services that are high quality and made with integrity. We strive to provide the resource of trusted remodeling and construction to Berks, Chester, and Montgomery counties, along with giving our members resources to enhance their business. If these values align your business, we welcome to our 2018 Expo.

While you don't need to be a member of NARI-BIE to exhibit at the 2018 Home and Family Expo, there are several benefits to becoming a NARI-BIE member, including:

- early access to home show registration
- showcasing your company
- reducing your cost of doing business
- promoting your company to remodelers
- increasing your knowledge
- interacting with other remodeling companies and companies that support the industry.

If you're not already a member, visit our website (nari-bie.org) for more information or call me for more information about becoming a member.

As noted in the previous communication, there are a few changes to this year's event. While you will see them in the packet, here are the highlights:

- All booths will be 10 x 8. You may purchase multiple booths if you require additional space.
- One price for all - \$795 per booth!
- There will not be any auxiliary events.
- There will not be a pre-expo exhibitors party.
- There will not be awards.

Thank-you and we are looking forward to having you join us at the 2018 Home & Family Expo.

Best regards,

Kristine Parkes, Chapter Executive
kristine@nari-bie.org

EXPO MANAGEMENT

The Home & Family Expo is produced and managed by:

NARI-BIE

2556 Lafayette Court

Gilbertsville, PA 19525

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www.NARI-BIE.org

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EXPO FACILITY

The Home & Family Expo is being held at:

The Coventry Mall

351 W Schuylkill Rd.

Pottstown, PA 19465

610-327-0700

www.coventry-mall.com

EXPO HOURS – note the change for 2018

The Home & Family Expo will be open to the public:

Saturday, March 3 from 10 AM to 9 PM

Sunday, March 4 from 11 AM to 6 PM

Admission is free.

SET-UP/TEAR-DOWN

Exhibitors can set up Wednesday, February 28 – Friday, March 2 from 6am to 9pm.

Exhibitors are not allowed **to begin** tearing down **until after 6pm** on Sunday, March 4. This will be strictly enforced. Exhibitors can also return on Monday, March 5 to tear down.

DELIVERIES & MAINTENANCE

Deliveries and maintenance can be made on Saturday, March 3 from 9:30am – 10am and Sunday, March 4 from 10:30am – 11am.

GENERAL INFORMATION

1. All matter and questions not covered by these regulations are subject to the discretion of the Family & Home Expo Committee and/or officers, directors, committees, agents or others acting for NARI-BIE (2556 Lafayette Ct, Gilbertsville, PA 19525) in the management of this exposition. These rules and regulations may be amended at any time by NARI-BIE and all amendments shall be as equally binding on all parties affected by them as these regulations.
2. Space Assignment – In the assignment of space, NARI-BIE will be guided by what best serves even distribution, blend of vendors, and good of the Expo. NARI-BIE reserves the right to re-arrange and/or relocate exhibits and to provide preferred placement to home building and remodeling exhibits.
3. Restrictions on Sales Practice
 - a. Exhibitors must confine operations at this exposition to their allocated spaces.
 - b. Circulars or advertising matter may be distributed only from the exhibitors' space.
 - c. The distribution of noisemakers or self-sticking advertising are not permitted.
 - d. The use of sound devices, megaphones, loud speakers, power tools, musical instruments, side show tactics and undignified methods of attracting attention are prohibited except by written permission of NARI-BIE.
 - e. NARI-BIE reserves the right to restrict exhibits or exhibitors which, because of noise or any other reason, shall interfere with best interests of the exhibits as a whole.
4. Undesirable Conduct Will Result in Eviction – NARI-BIE reserves the right to refuse to admit and to reject from the exposition, or from any space NARI-BIE occupies for the purpose of the exposition, any person whose conduct is deemed to be objectionable or undesirable. Upon the exercise of this authority, the exhibitor for himself, his employees and agents hereby waives any right and all claim for damages against NARI-BIE.
5. Uncontracted Firms Prohibited – Persons or organizations not having regularly contracted with NARI-BIE for the occupation of space in the exposition will not be permitted to display or demonstrate products, processes or services, solicit orders, or distribute advertising materials in any common area. Any infringement of this regulation will result in the prompt removal of offending persons from the exposition hall and premises.
6. Subletting Prohibited – Exhibitors shall not sublet any space nor display any goods other than those offered by them in the regular course of their designated business. Persons providing any permanent part of a display booth requiring materials and labor apart from that of the exhibitor shall have the privilege to display a courtesy card not to exceed 10"x8".
7. Forfeiture & Loss – Failure to occupy reserved space by 12 noon Friday, March 2, 2018 – NARI-BIE reserves the right to tent any space reserved but not occupied by 12 noon on Friday, March 2, 2018 unless other arrangements are confirmed, in writing, by NARI-BIE. Any firm responsible for making a reservation, but failing to occupy the reserved space by this time shall be held accountable for the full amount of payment specified in the initial space reservation. No refunds will be given.
8. Penalties for Violations – Any violation of any term or condition to these Rules and Regulations on the part of the exhibitor shall, at the option of NARI-BIE, annul the lease to occupy space and such exhibitor shall forfeit to the exchange all monies paid and exhibitor shall be held accountable for the full amount of payment specified in the initial space reservation. In case of the violation of the terms and conditions to these regulations on the part of the exhibitor, right is hereby given NARI-BIE to terminate the lease to occupy space at its option. NARI-BIE may re-enter and take possession of the

space occupied by the exhibitor and remove all persons and goods at the exhibitors own risk. The exhibitor shall pay all expenses in connection with such removal and all damages which NARI-BIE may incur, and forfeit all monies or due to NARI-BIE on account thereof. The exhibitor waives the service of written notice to re-enter and terminate.

EXHIBITS: Construction & Maintenance

Installation Days, Dates, and Hours

Exhibitors can set up Wednesday, February 28 – Friday, March 2 from 6am to 9pm. All displays must be completed no later than 9am on Saturday, March 3. No work or finishing touches may be done on Saturday, March 3, 2018

Booth Construction

1. Height Limitations

- a. The height limitation for walls is eight feet.
- b. Provided that rear views of signs are finished such that they do not interfere with the visual appeal of a neighboring exhibit, signs, and signs only, may extend one foot above walls to a height of no more than nine feet where clearance permits.

2. Flooring and Floor Protection

- a. Floor covering within space is suggested; however, application of any form of floor covering or adhesive that may cause damage to the floor is prohibited. Painter's tape MUST be applied to floor before any other adhesive floor tape is used.
- b. Exhibitors shall be held fully liable and shall indemnify, defend and hold NARI-BIE and the Coventry Mall harmless from and against any and all damages, costs, and expenses as a result of exhibitors' violation of these Rules and Regulation including, but not limited to, building materials, such as nails, screws, tacks, etc. being driven into or scraped across the floor by such exhibitors.
- c. At tear-down, exhibitors are responsible for removing any residue and/or debris left on the floor of their assigned area.
- d. Use of sheetrock or any building materials which grate or scratch the permanent flooring is prohibited.
- e. Pavers and/or other landscape materials may not be placed directly on the floor. We require plywood be placed to evenly distribute the weight of pavers.

3. Services & Equipment

- a. On behalf of exhibitors, NARI-BIE arranges with suppliers to provide various services an exhibitor may require. Such services include but are not limited to pipe and drape, tables, chairs, floor coverings, and electrical facility. All use of services and equipment shall be at the expense of the exhibitor.

4. Water, Helium & Propane Prohibited

- a. Water may not be used in any exhibit in the Family & Home Expo
- b. The use or placement of propane gas, helium or helium tanks is prohibited.

5. Restrictions on Music, Sound & Video
Video and/or audio from electronic devices such as, but not limited to; computers, tablets, televisions, etc. must have its sound contained to within Exhibitor's display. If video and/or audio becomes distracting to neighboring displays and/or the event, NARI-BIE reserves the right to require Exhibitor to discontinue use.
6. Maintenance of Exhibits
All exhibits must be manned throughout the duration of the expo.
7. Delivery and Surrender
 - a. Exhibit spaces shall be kept in good order by exhibitors and surrendered to NARI-BIE in the same condition as was apparent to the Exchange at commencement of occupation.
 - b. Exhibitors shall be liable to pay upon demand any cost required to restore space or equipment to the same condition in which it was delivered to the exhibitor.
8. Badges
All exhibitors and their representatives at the exposition must show Company ID to gain early admittance to the show.
9. Deliveries & Maintenance
During show dates, any deliveries to or maintenance of indoor exhibits must occur during the half-hour before the show opens. No one will be available to receive or admit any other time.
10. Inspections
 - a. All installations are subject to approval of all inspection authorities having jurisdiction and NARI-BIE.
 - b. All decorative materials must be flameproofed before being taken into the exposition areas.
 - c. The use of crepe paper for trimming exhibits is prohibited.
 - d. No decorative materials shall be nailed, tacked, screwed, tied or otherwise physically attached to any part of the exhibit hall or any of the furnishings or fixtures therein.

EXHIBITS: Dismantling & Removal

1. All exhibits must be removed by noon, Monday, March 5, 2018
2. No booth dismantling is permitted before 6pm on Sunday, March 4. Violators will be assessed a \$500 fine. All loose items should be removed from the exposition premises Sunday night.
3. Trash Removal
 - a. Trash removal is the responsibility of the exhibitor.
 - b. Failure to properly dispose of exhibition debris will result in an assessment for any costs incurred on an exhibitor's behalf by NARI-BIE and expulsion from next year's show.
4. Loading Areas
Loading areas must remain accessible to all. Vehicles are permitted in loading areas only when equipment is ready to be loaded.

Liability, Security & Insurance

1. Liability
 - a. NARI-BIE will not be liable for any damage done to exhibit by fire or any other natural element
 - b. Nor will it be liable for injuries to exhibitors or their employees or damage to exhibitors' property,
 - c. NARI-BIE will not be liable for any claims which may arise from or in connection any claim with may arise from or in connection with any claim related to arising out of the exhibitors use of

occupation of exposition space. Furthermore, exhibitors shall defend, indemnify and hold harmless NARI-BIE and The Coventry Mall from an against such claims.

2. Destruction of Premises

In case the premises are destroyed by fire or the elements, or by any other cause making it impossible for NARI-BIE to permit any exhibitor or exhibitors to occupy exhibit space during any part of the whole of the period, NARI-BIE is released from any and all claims for damages which may arise in consequence thereof including, but not limited to, consequential, incidental or any other types of damages.

3. Cancellation

NARI-BIE will make every effort to conduct the exposition throughout its scheduled duration, if, due to unforeseen circumstances of any nature, or for any reason, including the loss of or inability to use the proposed facility, NARI-BIE finds it necessary to cancel part or all of the exposition, exhibitors will not be entitled to refunds.

4. Insurance

In all cases, exhibitors desiring to insure themselves against show cancellation, fire, theft, public liability, etc., must do so at their own expense. A Certificate of Insurance must be provided to the NARI-BIE office upon assignment of space. The Certificate of Insurance shall state that such exhibitor maintains a commercial general liability insurance policy and the commercial general liability insurance policy shall provide coverage for among other items direct operations, property damages, and personal injury with limits not less than \$500,00 per occurrence and \$1,000,000 in the aggregate. The Certificate of Insurance shall also list the Building Industries Exchange of Pottstown & Vicinity, Inc. (d/b/ NARI-BIE) and Pennmark Coventry Holdings LLC and Pennmark at Coventry Management Company C as additional insured parties. NARI-BIE will carry public liability insurance for injury to exhibit visitors in the common areas of the exposition. However, the exhibitors and NARI-BIE hereby agree that the exhibitors' insurance policies shall provide primary and non-contributory coverage for losses and damages caused by the perils covered by the exhibitor's insurance policies. Accordingly, exhibitors' insurance policies shall state that in the event of payment of loss or damage, the exhibitors' insurer shall have no right of recovery against the parties named as insured or additional insured. In addition, all of the exhibitors' insurance policies and the Certificates of Insurance shall state that such insurance is primary and non-contributory with respect to any other valid and collectible insurance policies.

5. Drawings & Prizes

- a. Any prize offered in connection with a drawing must be pre-registered with NARI-BIE and must be awarded to a guest that attended the Family & Home Expo. We're sorry, but annual and/or regional contests and/or drawings are prohibited and may not be marketed/ in Exhibitor's space.
- b. Exhibitor must supply NARI-BIE the drawing winner/s name and contact information.

6. Updated Accounts

Any and all account balances with NARI-BIE must be paid in full prior to NARI-BIE's acceptance of the Compliance Agreement. Any accounts in arrears will not be considered.

2018 Pottstown Family & Home Expo

Sponsored by NARI-BIE

To confirm your space assignment, please sign and return this agreement along with a non-refundable deposit and provide a Certificate of Insurance*

Compliance Agreement

Name of Company: _____

Your first choice¹ booth is #_____ on the floor plan.

Your second choice booth is #_____ on the floor plan.

I wish to purchase two booths, side-by-side: #_____

Your preferred unloading/set-up day/time: _____

Our goal is to have a NARI-BIE staff member or EXPO committee member present during set-up. We appreciate everyone's cooperation for a smooth set-up. Remember - all displays must be set up by 9am, Saturday, March 1st. No exceptions

_____ **Yes!** We want to rent a table with two chairs (\$55) and/or booth carpet (\$55). This is an optional service. There will be no tables/chairs and/or booth carpet available for rent during set up. **All arrangements need to be made by 12 noon on Friday, February 16, 2018.**

Space Rate: \$_____ (50% due by Friday, February 2; Final payment due by Friday, February 23)

Table/Chairs/Booth Carpet: _____

Total Due Immediately: \$_____

Sign and Print Name

Title

Phone

Email

By signing this agreement, it is understood the exhibiting company named above has received, reviewed, and agrees to comply with NARI-BIE Family & Home Rules and Regulations and notices set forth on this compliance agreement.

*The Certificate of Insurance shall state that exhibitor maintains a commercial general liability insurance policy and the commercial general liability insurance policy shall provide coverage for among other items direct operations, property damages, and personal injury with limits not less than \$500,00 per occurrence and \$1,000,000 in the aggregate. The Certificate of Insurance shall also list as additional insured parties from March 1st through and including March 7th, 2018. The Building Industries Exchange of Pottstown & Vicinity, Inc, (d/b/a NARI-BIE) and (The Coventry Mall) U.S. Bank National Association, as successor by merger to LaSalle Bank National Association, as Trustee for Morgan Stanley Capital I Inc., Commercial Mortgage Pass-Through Certificates, Series 2005-TOP17, C-III Asset Management LLC, Jones Lang LaSalle Americas, Inc.

* Exhibitors who reserved space by responding to the e-blast in December receive priority of booth choice.