

# HOME BUILDERS ASSOCIATION OF CUMBERLAND COUNTY

P.O. Box 507 Crossville, TN 38557  
931.484.9097

- President Tracy Melton, with Mr. Rooter, 931-456-0440  
Vice President, James Wattenbarger, with J & M Insulation, 931-456-7625  
Secretary, Paul Perry, with Certified Inspections, 931-707-7708  
Treasurer; Katelyn Atchley, with Crossville Wholesale Carpets, 931- 456-4790  
Board Member; Harry McCulley, with McCulley Siding & Windows, 931-484-6601  
Board Member; Frank Miller; with Cumberland Home Improvement, 931-707-7372  
K. Gay Reeves-Stewart, Executive Director, 931-484-9097

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## HOME SHOW – 2012

This is the 2012 HOME SHOW packet. If you have questions after reviewing the packet, please call K. Gay Reeves-Stewart Executive Director of the HBACC.

Application deadline is:  
February 16<sup>th</sup>@5:00p.m.Central Time  
For additional information or questions, please contact:

K. Gay Reeves-Stewart, Home Show Coordinator  
931-484-9097  
865-679-6164(cell)  
Or email: [homebuilderscumberlandco@yahoo.com](mailto:homebuilderscumberlandco@yahoo.com)

We are looking forward to seeing you at this year's HOME SHOW!

**This year it is extremely important to follow the regulations and rules of the show. Last year we had the largest number of booths. Leaving early or not staffing the booths could give the attendees the impression that we are not committed to presenting our services and products.**

**Please consider the amount of monies and time spent to produce and participate in a great show. When booths are dismantled or unmanned during publicized show times, the attendees are disappointed. These actions affect all of the other vendors and the next year's show. If you have a special circumstance (i.e. religious belief/commitment, or an emergency, etc.) we will work to assist you.**

**Thank you for your support and participation.**

**The Home Builders Association of Cumberland County presents  
HOME SHOW – 2012**

**HOME SHOW DATES & TIMES**

Friday, March 9, 2012	4:00 P.M. - 8:00 P.M.
Saturday, March 10, 2012	9:00 A.M. - 7:00 P.M.
Sunday, March 11, 2012	11:00 AM. - 4:00 P.M.

NOTE: Booths set up begins Thursday, March 8, 9:00 A.M. to 6:00 P.M. and Friday, March 9, 9:00 A.M. to 3:00 P.M. All booths must be completely set up and aisle ways clear and clean by **3:00 P.M. March 9.**

**Booth judging begins at 3:30.**

Refreshments, for exhibitors & their workers only, will be available on Friday between 3 PM & 4 PM.

**LOCATION**

Community Complex  
Hwy. 70 N and Livingston Road  
Crossville, TN

**DEADLINE DATES**

**February 16<sup>th</sup>, 5:00 p.m. central standard time**

APPLICATION & BOOTH FEE RECEIVED BY HBACC

**\*SEE ENCLOSURE FOR DEADLINE FOR THE CHRONICLE  
SPECIAL HOME SHOW INSERT & ARTICLE**

(Submitted directly to "Chronicle")

**Enclosed you will find an Information Sheet that you should complete and send to the "Chronicle" if you wish to have a free article included with a paid ad in the insert.**

HBACC is not responsible for content or placement of your ad or article with the "Chronicle."

For information about advertising rates or additional information on the free "Chronicle" article, contact: Becky Gilley, *Crossville Chronicle* and *Glade Sun*

P.O. Box 449, 125 West Avenue, Crossville, TN 38557

Phone: (931) 484-5145 FAX: (931) 456-7683

# Home Show 2012

## Presented by Home Builders Association of Cumberland County RULES, REGULATIONS & CONDITIONS – PLEASE READ CAREFULLY

All applicants submitting an Exhibitor Application and Booth payment fee agree to abide by and be subject to the following rules, regulations, and conditions:

- ❖ No indoor exhibit may include an open flame.
- ❖ No Exhibitor may give away or sell food or drinks without first obtaining written permission from the HBACC.
- ❖ Only one Exhibitor or business per booth, booths may not be shared.
- ❖ Exhibit materials must fit within the confines of the booth space rented and may not protrude into aisles or other Exhibitor booth spaces. HBACC reserves the right to move materials violating this rule if the Exhibitor refuses to do so.
- ❖ Each Exhibitor will have at least one person at the Booth at all times during show hours.
- ❖ **All Exhibits must be set up completely no later than 3:00 P.M. Friday, March 9.**
- ❖ **Exhibits will remain intact 4:00 P.M. Sunday, March 11** and must be completely removed by 3:00 P.M. Monday, March 12th.
- ❖ All exposed sides and backs of Exhibits must be covered with finish material.
- ❖ Outdoor exhibits will cover an area no larger than 20' x 20' and will be placed only in areas designated by HBACC. Inclement weather will not require a refund of any booth fees.
- ❖ HBACC reserves the right to refuse any Exhibit materials it deems obscene, illicit or offensive. HBACC reserves the right to refuse any Exhibitor for any reason whatsoever. Exhibitors agree to hold HBACC, its officers, board members, and general membership harmless and not liable for any act to enforce this or any other rule, regulation, condition or policy of the Home Show.
- ❖ Each Exhibitor is solely responsible for setting up and removing his or her Exhibit, including provision of tools or equipment needed. Exhibitor should check openings to the Exhibit buildings before the Show dates to insure his or her Exhibit can fit.
- ❖ All federal, state and local fire safety laws and regulations will be followed at all times by each Exhibitor, including temporary wiring, if any.
- ❖ While taking of orders and arrangement of appointments to quote prices on goods and services is encouraged, **no materials or goods may be sold from the exhibits.** Literature, samples and promotional items may be given away.
- ❖ Prize drawings will begin at 3:00 P.M. on Sunday, March 11. An HBACC officer will conduct the drawings.
- ❖ Booths will be judged on Friday, at the beginning of the show, for the following awards:
  - Most Creative:** use of materials in a way that shows imagination and artistic inventiveness
  - Most Original:** display of materials in a fresh, new way compared to others
  - Best Design:** display of materials in a way that clearly describes the product or company
  - Best Overall in Show:** meets all or most of the above criteria

Exhibitors may hand out at the entry gate bags to be used by Show attendees for materials Collected from Show vendors. The bags may have the Exhibitor's information imprinted on them, but MUST have a reference to the company's affiliation with the Home Builders Association of Cumberland County, OR that the 2012 Home Show is sponsored by the Home Builders Association of Cumberland County.

### BOOTH FEES AND ASSIGNMENT

<u>Size of Booth</u>	<u>HBACC Member Fee</u>	<u>Non-Member Fee</u>
5' x 10' (Inside)	\$225.00	\$300.00
10' x 10' (Inside)	\$350.00	\$450.00
20' x 20' (Outside)	\$300.00	\$400.00

\*For multiple booth rentals, a discount of \$50.00 per booth will apply to the second, third, etc. booth. To receive the HBACC member discount, membership dues must be current at Showtime.

Standard booth furnishings include an 8' back drape, 3' side drape and one (1) electrical outlet.

For an additional \$25.00, the HBACC will provide one (1) table and two (2) chairs for your booth.

To insure proper fit, booth exhibits should measure 6" less than the stated booth dimensions. Booth displays should not block other booths.

The Home Show Committee, on a first come – first served basis, will assign booth locations. A booth layout will appear in the "Chronicle" special show insert. It is important to have your application in and fee paid on or before February 16th, @5:00 p.m. central standard time.

The Home Show Committee reserves the right to accept late applications. However, neither the Committee nor the "Chronicle" will guarantee late applicant's inclusion in the special Show insert.

NOTE: Cancellations received by HBACC on or before MARCH 1 will be refunded 75% of the booth fee paid. NO REFUNDS after MARCH 1. Inclement weather will not be reason for refunds.

*\*Please provide, with your application and check, a copy of your certificate of **general liability insurance**.*

**HBACC HOME SHOW - 2012**  
**EXHIBITOR APPLICATION AND AGREEMENT**

The contact information you supply will be used to notify you about the Home Show next year.

BUSINESS NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ HBACC MEMBER? Y N

NUMBER OF BOOTHS REQUESTED (BY SIZE):  
\_\_\_\_\_ 5' x 10' (Inside)          \_\_\_\_\_ 10' x 10' (Inside)          \_\_\_\_\_ 20' x 20' (Outside)

Indicate, by number from plan, 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ choices of booth spaces.  
For an additional fee of \$25.00, do you want HBACC to supply you with one (1) table and two (2) chairs? YES \_\_\_ NO \_\_\_

NATURE OF YOUR BUSINESS: \_\_\_\_\_  
\_\_\_\_\_

MATERIALS/SERVICES EXHIBITED:  
\_\_\_\_\_

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HBACC will provide up to **four (4)** nametags for your exhibit workers and are included in your booth fee. Nametags **you must** wear your nametag at all times when working the exhibit as it is also your Show entry "ticket." (Additional nametags are available at a cost of \$1.00 each. Please add that cost to your booth fee payment.)  
. Please type or print your names for the tags on the spaces below.

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

If you intend to have a prize drawing, please state the item being given away:

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Applicant acknowledges that he/she has read the rules, conditions, and regulations contained in the HOME SHOW 2012 packet, and agrees to abide by them. **Booth will remain intact until after show closing on March 11, 2012, 4:00 p.m.**  
**We must receive a certificate of liability insurance before booth(s) will be assigned.**

\_\_\_\_\_  
Applicant Signature

Please make checks *payable* to HBACC

\_\_\_\_\_  
Date

Amount Enclosed: \$ \_\_\_\_\_

Mail to: Home Show 2012 c/o K. Gay Reeves-Stewart, 469 McCormic Road, Crossville, TN 38571

**CROSSVILLE CHRONICLE**  
**Advertiser's Exhibitor Profile**  
**For The 2012 Home Show**

*When you purchase your ad with the CROSSVILLE CHRONICLE for the 2012 Home Show edition, please fill out this profile which will be included in that publication. You may submit up to one photo.*

As a promotion in conjunction with the Home Show 2012, the CROSSVILLE CHRONICLE has offered to run a free "exhibitor's profile" for any exhibitor advertising in their paper.

The Home Builder's Association encourages you to advertise. The more people we can reach and interest in attending the show, the better this show will be for all exhibitors! So advertise and take advantage of this free exhibitor's profile. You'll get a chance to "toot your horn." Don't miss your chance to let potential customers get to know the highlights of what your business offers them, at no extra cost to you!

For those of you who feel that writing and spelling are not your strong points, don't be concerned. The newspaper staff will edit as needed. Your profile may also be edited for clarity and brevity. If a question is not applicable, or you do not want to answer it, just leave it blank. Please add a page if you need more space to answer a question. Please remember to put your name on the extra sheet and number your responses. You may submit up to one photo with your profile.

**HURRY!** You must submit this form no later than 3 p.m. Friday, February 24th, 2012. Please mail it to **CROSSVILLE CHRONICLE**, P.O. Box 449, Crossville, TN 38557, or bring it directly to the newspaper at 125 West Avenue, Crossville. You may also return the form to your advertising representative.

Business Name \_\_\_\_\_

Owner or Manager \_\_\_\_\_

Location \_\_\_\_\_

Phone \_\_\_\_\_ Hours of Operation \_\_\_\_\_

Products/Services Offered \_\_\_\_\_

In Business Since \_\_\_\_\_

1. What do you feel sets your business apart from others with similar products and/or other services? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. What trends do you see changing your industry that may affect how you do business? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Tell us about your current best-selling product and/or service: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Background qualifications & experience of Owner/Manager \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Do you specialize in any particular aspect of your industry? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

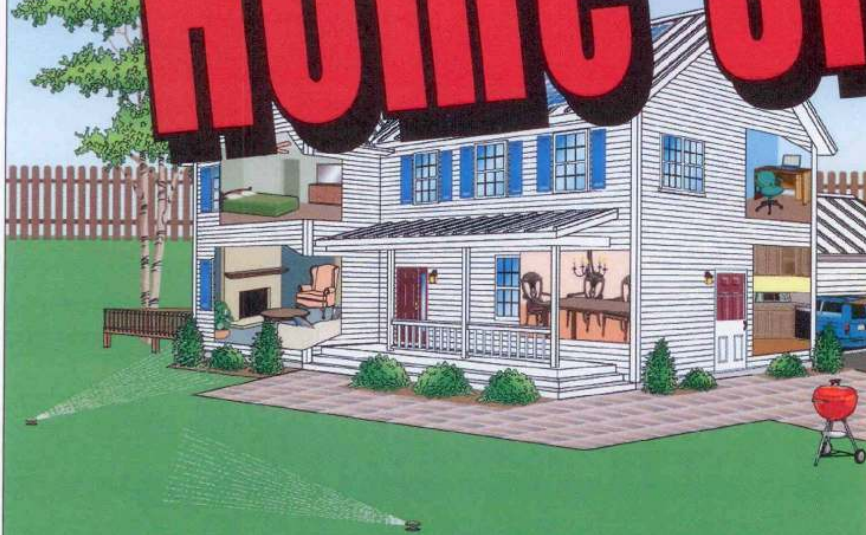
6. Tell us about any plans for expansion/remodeling of your store or introduction of new products: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. What do you consider your most exciting new product or service? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. Toot your horn here! \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2012

# Home Show



All the EXHIBITORS at the show that purchase an advertisement in this section may fill out the exhibitor profile that is provided. There is no minimum ad size required. You may submit up to one photo to go with your story. The business story forms will be used to gather information for advertisers only in order for the **CROSSVILLE CHRONICLE** editorial staff to prepare a news story profiling your business.

**RUN DATES** CROSSVILLE CHRONICLE - Tuesday, March 6th  
Fairfield Glade Sun - Thursday, March 8th

**SIZE** This section will be in a tab size format.  
Front cover will be in PROCESS COLOR

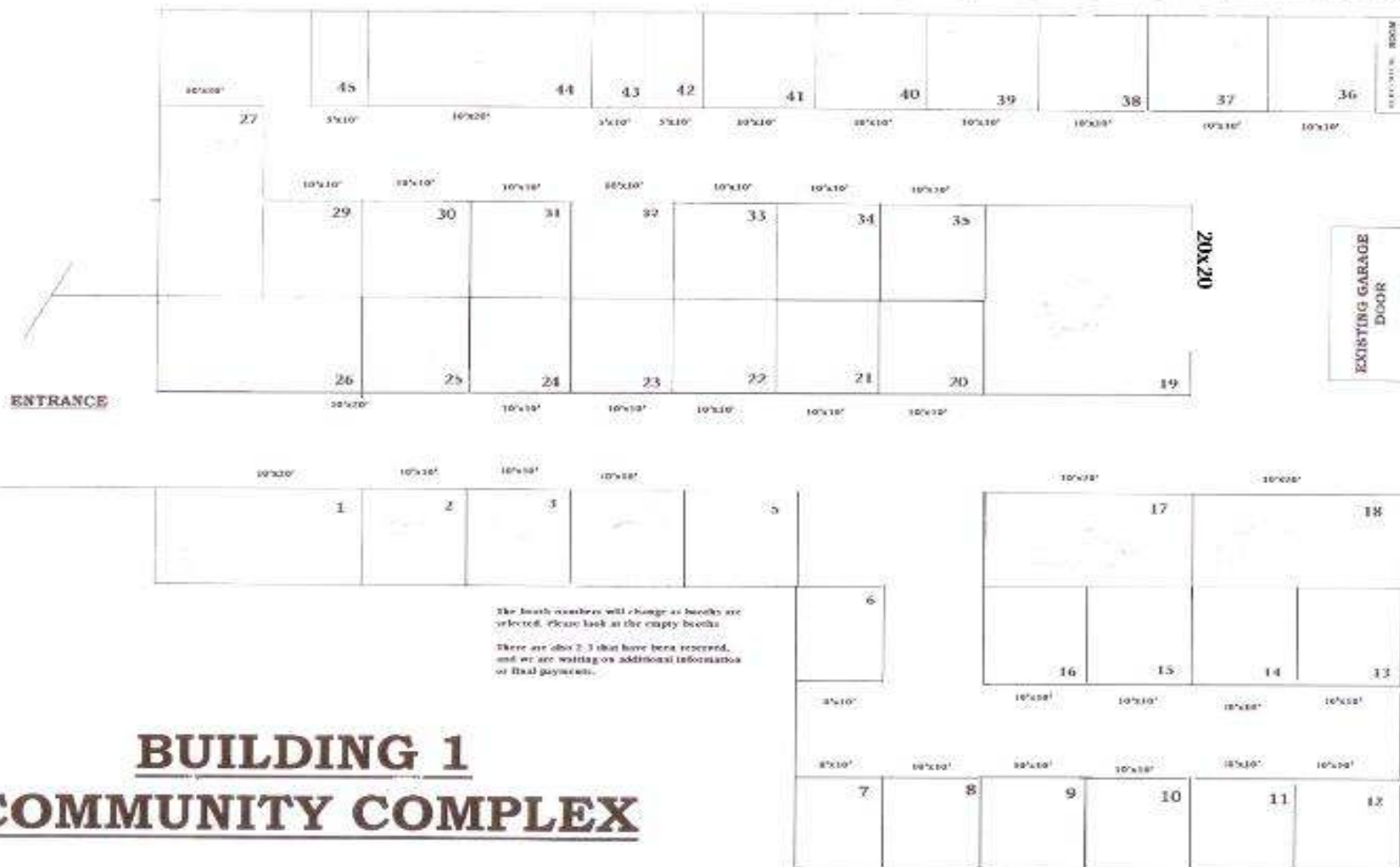
**RATES** Home Builders Assoc. Members (combo rate for both editions). \$11.00 per col. inch

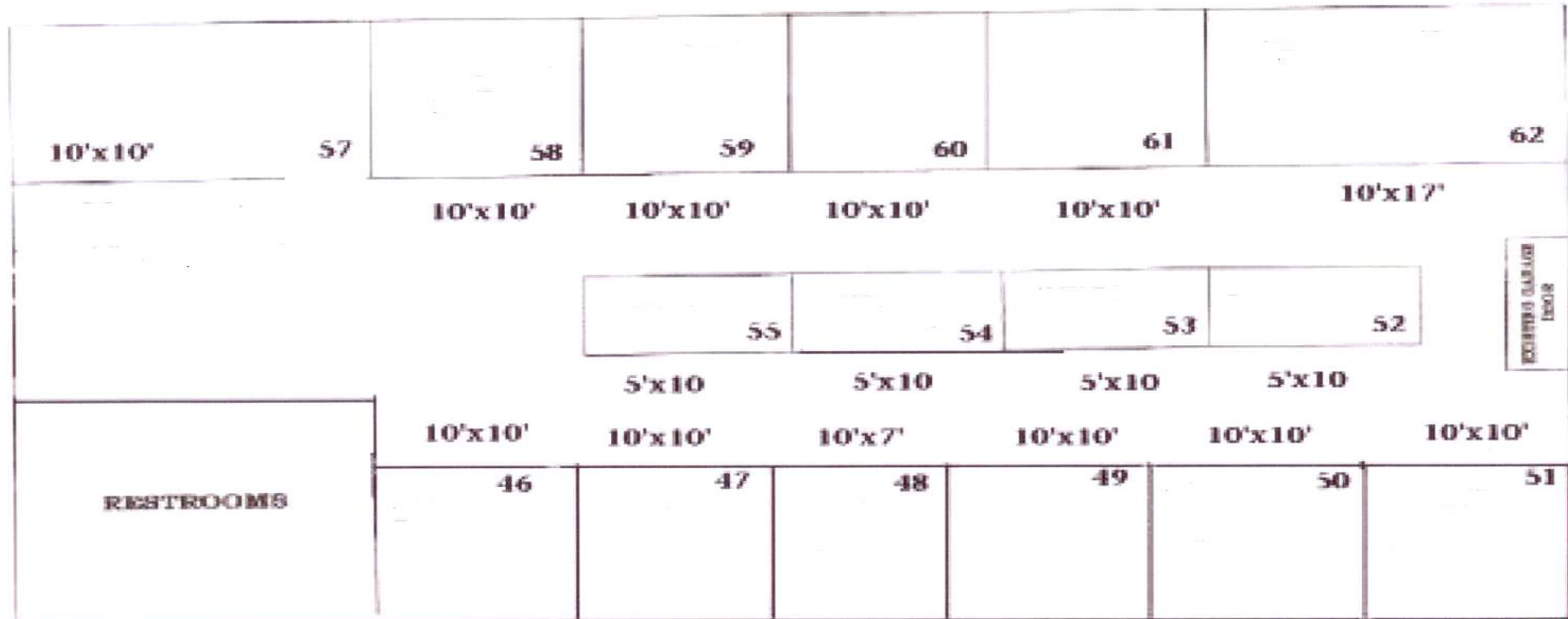
- Reach over 62,000 readers in Cumberland County and surrounding counties.
- Show dates and times will be advertised in the **CROSSVILLE CHRONICLE** and *Glade Sun*.
- A map with explicit directions on how to get to the show will be included in the section along with a center spread showing the interior and exterior location of each exhibitor.
- There will be additional copies to give out at the show.

This show is to inform people of the latest innovations for home designs, home building, home remodeling and decorating. All the new products, ideas and designs for the do-it-yourself, or people who are looking for qualified, professional services of all types, general construction, home building, remodeling, landscaping and more.

**Deadline for EXHIBITOR'S BUSINESS STORIES is Feb. 24th at 3 PM**  
**Deadline for ADVERTISEMENTS is Feb. 24th at 3 PM**

# BUILDING 1 COMMUNITY COMPLEX





**BUILDING 2**  
**COMMUNITY COMPLEX**