



# EXHIBITOR MANUAL

**MARCH 23, 2005**

**MARYLAND STATE FAIRGROUNDS  
TIMONIUM, MARYLAND**



To: 2005 Builder Mart Exhibitors

From: Builder Mart Management

Subject: **EXHIBITOR MANUAL**

The Builder Mart Committee is pleased to present to you the Builder Mart 2005 Exhibitor Manual. This guide is designed to assist you as you prepare to make your exhibition in Builder Mart 2005 a highly successful marketing effort. Please review it carefully and share the information with co-workers who are assisting you with show preparations. **Please note this Exhibitor Manual will be available online after the hard copies have been mailed. Only one copy per exhibitor will be mailed.**

We expect to have nearly 8,000 persons in attendance that day and we want you to effectively reach as many prospects as you can during the show. This manual should help you in your efforts.

Please take time to review this manual carefully. The sections of the manual include:

1. **General Information**
2. **Exhibit Procedures & Regulations**
3. **Builder Mart Forms**
4. **Exposition Service Forms (Hargrove, Inc.)**

The *Table of Contents* page listed behind this letter outlines the information included in each section. Please review the **General Information** section carefully as it provides a lot of important information.

Please review the **Builder Mart Forms** and **Exposition Service Forms** sections very carefully. It is to your advantage, organizationally and financially, to order needed services and materials in advance of the show. If you have any questions regarding any of these items, do not hesitate to call the appropriate vendor immediately (refer to **Vendor List** on page 1 B).

Your success at Builder Mart 2005 will depend largely upon your reviewing this manual carefully and following all of the rules, procedures and suggestions that are included. If you have any questions, please call the Tradeshows Department at (410) 265-7400 ext. 112 and ask for Lee Draminski or Felicia Fleming.

Thanks so much for being part of Builder Mart 2005 sponsored by the Home Builders Association of Maryland. We look forward to working with you on this marketing effort.

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# BUILDER MART 2005 PERSONNEL

## BUILDER MART STAFF

Lee Draminski  
Felicia Fleming  
Jackie Campbell

Builder Mart Manager  
Builder Mart Manager  
Builder Mart Booth Sales

## BUILDER MART EXECUTIVE COMMITTEE

Kathy Ashby  
**Pete Baxter, Chairperson**  
Tammy Cursey  
Frank Gunther  
Ryan Houck  
Jerry Hoover  
Mark Kappus  
Steve Mannion  
Gary Poremski  
Walt Rampatta

Susquehanna Bank  
**Fireside Hearth & Home**  
The Columbia Bank  
Jarvis Steel & Lumber  
Forty West Builders  
Andersen Windows  
Kappus Construction, Inc.  
Design House Kitchens & Appliances  
Sun Trust Mortgage  
Golden Builders



HOME BUILDERS ASSN OF MARYLAND

PHONE NUMBER: (410) 265-7400  
FAX NUMBER: (410) 265-6529  
EMAIL: [tradeshows@homebuilders.org](mailto:tradeshows@homebuilders.org)

BUILDER MART PHONE NUMBER:

(410) 252-0682  
*(Effective March 21-24, 2005)*

Log onto [www.homebuilders.org](http://www.homebuilders.org)  
and click on **Builder Mart** for  
show and exhibitor information.

## VENDORS

### WHO:

**HARGROVE, INC.**

#1 Hargrove Drive  
Lanham, Maryland 20706  
**PHONE:** (301) 306-9000  
**FAX:** (301) 731-5438

**CONTACT:** Customer Service  
(301) 731-2503

**URBAN FRANCIS, INC.**

P. O. Box 72789  
Baltimore, Maryland 21237  
**PHONE:** (410) 682-3900  
**FAX:** (410) 682-3225

**CONTACT:** Cal Busha

**VERIZON**

**PHONE:** (800) 356-2355

**MARYLAND STATE FAIRGROUNDS**

2200 York Road  
Timonium, Maryland 21093

**PHONE:** (410) 252-0200 x 223

**COMCAST CABLEVISION**

**PHONE:** (410) 513-0513

### WHAT:

**FURNISHINGS AND CARPET RENTAL  
(SEE FORMS)**

Exposition Services  
Signs and Displays  
Freight and Drayage  
Display Rentals  
Labor  
Hanging of Signs/Banners

**ELECTRICAL SERVICE (SEE FORM)**

Note: 500 watts included for each booth at no additional charge--exhibitor must provide own 50' 3-wire UL approved extension cord and power strip. Access to (1) outlet provided per 10' x 10' booth.

**PHONE SERVICE**

Note: Allow 5 business days to process order. Give company name, booth number and installation date—March 23.

**EXHIBIT FACILITY**

Note: Exhibitor deliveries should be directed to the Cow Palace--Exhibitor Attention Only-- Deliveries must be accepted by a exhibitor representative or you can arrange for Hargrove to accept deliveries for a fee. Under no circumstances, will the Maryland State Fairgrounds or Builder Mart management accept deliveries. No deliveries can arrive *before Tuesday, March 22, 2005.*

**TV CABLE SERVICE**

Note: A limited number of cable TV hookups are available. See form on page 3- H for details.

# GROUNDS LAYOUT & PARKING GUIDE

## MARYLAND STATE FAIRGROUNDS

- Exhibitors must report to Exhibitor Check-In for instructions for loading and unloading
- Exhibitor trucks are to be moved to the Grandstand area or gravel parking lot by Tuesday at 5 PM. Absolutely no trucks are to remain in the main entrance or parking lot area after that time, unless they are part of Builder Mart Exterior Display Space--refer to page 2-1.
- Parking on show day will be directed by parking attendants--their instructions are to be followed
- ***NO DRIVING OR PARKING IS PERMITTED IN FRONT OF THE COW PALACE OR IN THE LOADING DOCK AREA ON SHOW DAY!! MUCH OF THIS AREA IS A FIRELANE, CARS WILL BE TOWED!***

## SHOW DAY PARKING

**In advance of the show opening at 11:00 am we are asking that all exhibitors move their cars to a remote location (e.g. Park & Ride lot). Because exhibitors arrive so early they are able to get the front spots, by moving your cars this would allow BUILDER attendees the ability to park as close as possible to the entrance. Please be courteous to those attending the show and move your cars by 11:00 am.**

**CARS PARKED IN FRONT  
OF THE COW PALACE  
WILL BE TOWED!!!!**

# TICKET INFORMATION

## COMPLIMENTARY EXHIBITOR BADGES

**Two (2) exhibitor badges per 10' x 10' booth** are provided free of charge (3 badges per 10' x 15'). PLEASE INCLUDE THESE NAMES ON THE FORM ON PAGE 3D. Exhibitor badge/tickets will be mailed after receipt of form. Please remember to include names of those using the (2) complimentary exhibitor tickets per 10 x 10 booth.

## ADDITIONAL EXHIBITOR BADGES

Additional badges for exhibitors and attendees must be purchased. **PLEASE NOTE THIS YEAR EXHIBITOR BADGES WILL BE PRE-PRINTED AND WILL BE A DIFFERENT BADGE THAN ATTENDEES.** The early bird ticket price is \$37, and increases to \$42 after March 4, 2005. **Advance ticket sales will end on March 16, 2005.** All tickets purchased after this time must be purchased at the door (or can be picked up at the HBAM office at the \$55 at door ticket price). Ticket price at the door is \$55. No cancellations, refunds or credits are honored after March 4, 2005. Use the enclosed Ticket Order Form (Page3C) to secure additional tickets. Questions regarding tickets can be answered by calling the Events Department at (410) 265-7400 ext. 112.

## VOLUME TICKET ORDER SPECIAL

**FOR EXHIBITORS ONLY**, a special price of \$27 is being offered for ticket orders of **25** or more. To receive this special price, orders must be received at HBAM by March 4, 2005. Tickets must be ordered in groups of 25 or more. Orders received after March 4 will be processed at the regular ticket price of \$42. The Early Bird price for orders of less than 25 tickets received before March 4 is \$37. This is a great way to build relationships with your customers. **Advance ticket sales will be end on Friday, March 16, 2005, after this date tickets must be purchased at the door for \$55.** See Order Form on page 3C.

## IMPORTANT NOTES

- Only persons with *Exhibitor Namebadges* will be permitted access to the Exhibit Hall from 8:00 AM to 9:30 AM on show day, March 23, 2005. **EXHIBITORS MUST LEAVE THE HALL FROM 7:30 AM UNTIL 10:45 AM SO THE EXHIBIT HALLS CAN BE CLEANED—PLEASE NOTE THIS IS A CHANGE FROM PRIOR SHOW PROCEDURE!!!!**
- **ALL PERSONS ATTENDING AND WORKING THE SHOW MUST HAVE A BADGE!! Under no circumstances are tickets transferable.**
- **All tickets ordered after March 11, 2005 must be picked up at HBAM or will be held at will call! ! Advance ticket sales will be end on Friday, March 16, 2005, after this date tickets must be purchased at the door.**
- Exhibitors who wish to have tickets held at **Will Call** for others, must order them in advance of the show and provide a list of names to HBAM of those persons picking up tickets **under the company name of the person holding the tickets.**
- Exhibitors who authorize persons to purchase tickets at the door and to charge them to the Exhibitor must submit written authorization to the Registration Desk in advance of show day --- or --- before the show opens at 11 AM on Wednesday, March 23, 2005.
- The registration desk will be open on show day at 9 AM. Tickets purchased at the Show Office during move-in will be charged the at the door fee of \$55 per person. **Advance ticket sales will be end on March 16, 2005, after this date tickets must be purchased at the door.**
- Any special arrangements with tickets held at the door must be made with the HBAM Events Department at (410) 265-7400 x 112 in advance of the show.
- HBAM is not responsible for duplicate ticket orders that may be placed by your company. Please make certain that one person in your organization is responsible for ticket orders and distribution to alleviate confusion and duplication.

## FOOD AND BEVERAGE SERVICE

- Continental breakfast will be available for exhibitors ONLY from 7:30 AM to 10:45 AM on Show Day.
- The Bull & Oyster Roast will be open from 11 AM to 8 PM. Oyster service will begin at 12 noon.
- Non alcoholic beverage service will be available during the entire show. Beer service will end at 7:30 pm.
- All persons who have tickets and wear Builder Mart name badges will be permitted unlimited access to food and beverage service during the show.

## EXHIBITOR BADGES

- Exhibitor badges must be worn by all booth personnel during the show. An Exhibitor Name badge /Ticket is being issued. Plastic badge holders will be available at the show.
- Name badges must be worn to enter the show and to be served food and beverage.
- Persons who remove exhibit materials on show night during the Early Move Out must be wearing Exhibitor Name badges.

## HOTEL ACCOMMODATIONS

- Quality hotel accommodations are available at the Holiday Inn Select--Baltimore North, which is minutes from the fairgrounds. The hotel has a full service restaurant, indoor pool, whirlpool, fitness room and nightclub. The hotel is located at 2004 Greenspring Drive in Timonium. Take Timonium Road east from I-83 and turn right on Greenspring Drive.
- Call 410-252-7373 x761 for reservations and mention Builder Mart to secure the special \$82 rate. ***You must register by March 1<sup>st</sup> to guarantee yourself a room and the discounted rate of \$82.*** A 13 percent tax is added to the room rate.

## EXHIBITOR LOUNGE

- An Exhibitor Lounge will be provided during move-in and show day for the convenience of exhibitors. Coffee and telephones (local calls only) will be provided. Restrooms are also available in the Lounge.
- Exhibitor Lounge is located adjacent to the Show Office with entrance from the South Hall.

## PHONE SERVICE

- Pay phones are available in the Palace for use during show set up, show day and show removal. Under no circumstances will the Show Office phone be available for exhibitor use. Phones for local calls only will be available in the Exhibitor Lounge for exhibitor use and should be limited to 5 minutes for the convenience of other exhibitors.
- Messages for exhibitors will be taken by the Show Office on an emergency basis only. Exhibitors will be paged for messages during move-in and move-out days only.
- Exhibitors may arrange for phone service for their booth through Verizon by calling the number on 1B
- ***PAGING IS NOT PERMITTED DURING THE SHOW.***

## DISPLAY GUIDELINES & BOOTH SPECIFICATIONS

1. All booth spaces are 10' deep x 10' wide. Absolutely no displays may extend beyond these dimensions, as marked on the floor. If your display extends beyond these dimensions and the decorator must cut the aisle carpet around your display, you will be charged for that length of carpet at their replacement rate--refer to Hargrove Furnishings Order Form for fee. Please note that displays should be less than 10' x 10' as your space also includes the pipe and drapery dividers. **Important Note:** Some booths will have columns located within the display area (as noted on the floorplan). The columns have a 12" x 12" square base and some hold a water faucet, electrical box and / or fire extinguisher. Columns will be draped by Hargrove, Inc.
2. ***Each booth is provided with a hunter green and gray 8' high backwall and 3' high side wall. 8' high sidewalls are permitted ONLY for the rear 5' depth of the booth (draped on back), with sidewalls in the front 5' of the booth not to exceed 4' in height. Backwalls of an exhibit cannot exceed a maximum of 10' in height unless the exhibit is located on the back wall of the show or against a permanent wall of the building. The backwall must be finished above the 8' height of the drapery at exhibitor expense--see following page for more information. \*QUESTIONABLE BOOTH SIDEWALL SITUATIONS WILL BE REVIEWED AT THE DISCRETION OF THE SHOW MANAGEMENT.***
3. Ceiling decorations are permitted, but must not obstruct decorations put up by show management. Approximate ceiling heights: 16' at center to 14' on front and back of building. The largest door opening in the Exhibit Hall is approximately 18' high by 15' wide.
4. Each exhibit booth will be provided with a 6' draped table and a 7" x 44" exhibitor identification sign. A limited number of folding chairs (first come, first serve) will be available for exhibitor use through the Show Office at no charge.
5. Show management will carpet all aisles in gray. It is highly recommended that exhibitors carpet their display area for comfort and appearance. Carpet can be provided by the exhibitor or rented from Hargrove at a special price. This special price is for gray carpet only and order must be placed in advance of show.
6. Nothing can be tacked, nailed, stapled, screwed or otherwise attached to the walls, floors or other parts of the exhibit building. Exhibitor is responsible for any damage that they do to the exhibit building.
7. Electrical power in the amount of 500 watts (one outlet only) will be provided to each 10' x 10' booth. All exhibitors must have a 50' 3-wire UL approved extension cord(s) to reach the receptacle and a power strip. Additional service can be ordered from the electrician at your expense. See Electrical Order Form for information. ***Supplemental lighting is encouraged for displays as the overhead light is not always adequate.***
8. All objectionable sound-making devices, including any type of amplification device, noisy games and more, are prohibited from use during the show. The playing of copyrighted music, other than for demonstration purposes, is prohibited during the show.
9. ***All exhibitor activity must be conducted within the confines of the booth space including roving entertainers and distribution of literature and giveaways.*** Exhibitors who observe non-exhibitors soliciting business during the show should report this activity to the Show Office, so that we can stop the solicitation efforts by non-exhibitors!
10. The service of food and non-alcoholic beverages is permitted by exhibitors in their assigned space. Service of alcoholic beverages, by anyone other than the caterer, is prohibited.
11. Fuel of any type is prohibited from use in the exhibit halls.
12. All displays must be staffed from 11 AM to 8 PM on show day. No exhibitor may remove exhibit materials from the booth in advance of 8 PM on show day.
13. Announcements made during the show will be permitted for show management and emergency purposes only. No other announcements will be permitted.
14. Exhibitors are encouraged to add interest to their booth with giveaways and prizes. The exhibitor is responsible to notify winners and to distribute prizes. No announcements will be made by show management.
15. Gambling of any type that involves the exchange of money.
16. It is the responsibility of the exhibitor to make certain that all persons involved with their exhibit know and obey all rules and procedures.
17. If an exhibitor needs water for the booth, he/she must provide their own garden hose.
18. The Builder Mart Committee reserves the right for final approval of the floorplan up to show day.

# EXHIBIT CONSTRUCTION GUIDELINES

Please review this page carefully--it explains the layout of a booth for Builder Mart. It is very important that all exhibitors adhere to the restrictions on sidewalls and backwalls. This will help to eliminate problems in your show set up and help you be a good neighbor. If you have any questions, do not hesitate to call the Builder Mart Mgmt. at (410) 265-7400 x112.

## STANDARD BOOTH SET UP

A standard booth is 10' wide by 10' deep. It will be furnished with an 8' high drapery backwall and 3' high drapery sidewalls. If you have a corner booth, you should remove the sidewall next to the aisle to allow your display to be open at the corner. Each booth will be furnished with a 6' draped table and a 7" x 44" sign. Limited folding chairs may be secured from the show office at no charge.

## STANDARD BOOTH LIMITATIONS

**BACK WALL:** Back walls cannot exceed a maximum of 10' in height unless the exhibit is located on the back wall of the show or against a permanent wall of the building. A backwall exceeding 8' in height must be finished above the 8' height at exhibitor expense.

**SIDE WALLS:** 8' sidewalls are permitted only for the rear 5' depth of the booth and must be draped on the back at exhibitor's expense. Sidewalls in the front 5' depth of the booth cannot exceed 4' in height. *\*Questionable Booth Sidewall Situations Will Be Reviewed At The Discretion Of Show Management.*

**NOTE:** It is very important to remember you share your side walls with neighboring exhibitors and you cannot infringe on their exhibit space in any way.

## END OF AISLE BOOTH LIMITATIONS

End of aisle booths are two booths across the end of the aisle (i.e. booth 201 and 400). It is very important for this exhibitor to remember that the backwall of his booth is the sidewall of his two neighbors.

The backwall of his 20' width of exhibit space can have a maximum height of 10' only for the central 10' width of the booth and the height over 8' high must be finished at the exhibitor's expense. The maximum height of the backwall on the outer 5' ends cannot exceed 4' in height.

**PLEASE FOLLOW THESE RESTRICTIONS.  
YOUR COOPERATION IN BEING A GOOD NEIGHBOR IS GREATLY APPRECIATED  
IF YOU HAVE ANY QUESTIONS, CALL THE SHOW MANAGERS IMMEDIATELY.**

# SHOW WEEK SCHEDULE

## SHOW OFFICE HOURS

Monday, March 21	3 PM - 7 PM
Tuesday, March 22	9AM - 8 PM
Wednesday, March 23 (Show Day)	7 AM - 9 PM
Thursday, March 24	8 AM - 1 PM

## EARLY MOVE-IN SCHEDULE: MONDAY, MARCH 21, 2005

Please note this time has changed to 4:00 PM due to the short amount of time the decorator will have to set up the halls.

This move-in time is limited to exhibitors with **ISLAND BOOTHS ONLY**. Early move-in runs from 4 PM to 6 PM. Forklift service will be available only during these hours. After 6 PM, exhibitors are welcome to continue working on their booths, but the building will be secured and access will be through the main entrance only.

4 PM-6PM Island Booth Exhibitors Only

## MOVE-IN SCHEDULE: TUESDAY, MARCH 22, 2005 (ONE DAY ONLY)

	NORTH HALL	SOUTH HALL
7 AM	<b>All 30' or Larger Booths That Did Not Set Up On Monday</b>	
8 AM	Booths 200-439	Booths 31-138
9 AM	Booths 600-839	Booths 300-538
10 AM	Booths 1000-1439	Booths 700-938
11 AM	Booths 1600-2039	Booths 1100-1340

Exhibitors must report to Check-In Supervisor, who is located in the parking lot, before unloading for set-up. That individual will instruct you on move-in arrangements. **All exhibitors *MUST* check in no later than 12 Noon on Tuesday, March 22 and be completely set up by 6 PM.**

## SHOW DAY: WEDNESDAY, MARCH 23, 2005

7:30 AM - 9:00 AM	Exhibit Halls Open For Exhibitors Only-- Tickets Required For Admission (this is your final opportunity to ready your display for the show) <b><u>PLEASE NOTE THIS IS A CHANGE FROM PRIOR SHOW PROCEDURE!</u></b>
9:00 AM - 10:45 AM	Exhibit Hall Clean Up-- <b><i>NO EXHIBITORS PERMITTED IN EXHIBIT HALLS AT THIS TIME.</i></b> <b><u>PLEASE NOTE THIS IS A CHANGE FROM PRIOR SHOW PROCEDURE!</u></b>
11 AM - 8 PM	Show Open
8 PM - 9 PM	Early Move Out--removal of hand carried exhibit items ONLY through designated doors--See floorplan-- <b>Exhibitors are advised to remove all valuable and portable items at this time</b>

## MOVE OUT: THURSDAY, MARCH 24, 2005

8:00 AM	Doors Open For Exhibitors To Begin Dismantling Booths
8 AM - 1 PM	All Exhibits Must Be Removed From Fairgrounds by 1PM

***NOTE: It is the responsibility of the exhibitor to insure the security of the booth during the move out. It is highly advised that personnel arrive at 8 AM to secure your booth. All doors open at that time and it is impossible to secure the halls. Portable and valuable items should be removed on Wednesday night immediately following the show from 8pm to 9 pm.***

# MOVE IN PROCEDURES

## MOVE IN SCHEDULE

- All **ISLAND BOOTH** Exhibitors are to move-in on Monday, March 21<sup>st</sup> between the hours of 4 PM and 6 PM. Refer to page 2E for additional information.
- All other exhibitors will be moving in on Tuesday, March 22<sup>nd</sup> from 7 AM to 5 PM. Refer to schedule on page 2E for your specific move in time.
- **NOTE:** Special move-in requests (beyond the 7 AM to 5 PM period) must be approved by show management. Submit Special Move-In Request Form by March 4, 2005. Only hand carried displays are permitted to be set up on Show Day between 9:30 AM and 11 AM. No forklift service is available on Show Day. All exhibitors must check in by 12 Noon on Tuesday, March 22 and be completely set up by 7 PM.

## CHECK IN

- On Tuesday, March 22, exhibitors and/or drivers must report to the Check In Supervisor located in the parking lot upon arrival (see site plan for location). Instruction for unloading will be given at that location.
- Unloading will not be permitted until Check In is completed.
- Vehicles will be permitted dock, door or in-building access only with authorization of the Check In Supervisor. Any vehicle that gets in any of these places without proper authorization may be towed at the expense of the exhibitor.

## UNLOADING

- Forklift service is provided at no additional charge during move-in hours only (4 PM to 6 PM on Monday and 7 AM to 5 PM on Tuesday). **NOT AVAILABLE AT ANY OTHER TIME FOR ANY REASON!!**
- Exhibitors must provide all additional equipment and personnel. Paid labor can be secured from Hargrove.
- No forklift service is available on show day.

## DELIVERIES

- Delivery of your display, products and any other materials must be accepted by a representative of your company. **DO NOT SHIP YOUR MATERIALS TO BE DELIVERED BEFORE MARCH 22<sup>nd</sup>!!**
- Neither fairgrounds personnel nor show officials will accept any deliveries.
- You may arrange acceptance of deliveries through Hargrove for a fee.

## SIGN / BANNER HANGING

- Exhibitors are permitted to hang their own banners or signs from the ceiling as long as they do not obstruct decorations put up by show management.
- If equipment or assistance is needed, it can be arranged through Hargrove for an additional charge.
- Refer to Section 5 for information.

## SECURITY

- **Security is provided inside the building, and does not include the inside of your booth.**
- Security service will be provided during move-in, show day and move-out. Exhibitors are encouraged to have one or more persons at their booth at all times during show week.
- **VALUABLE ITEMS SHOULD BE REMOVED AT NIGHT OR NOT BE DISPLAYED UNTIL IMMEDIATELY BEFORE SHOW OPENING !!**
- Security guards reserve the right to inspect any incoming or outgoing materials or parcels including tool boxes, attaché cases, cartons, etc.
- Exhibitors are required to insure all equipment and materials used in the exhibit. Refer to Builder Mart 2005 Exhibitor Agreement.

## IMPORTANT

It is the responsibility of the exhibitor to ensure that all persons involved with the exhibit know and obey all rules and procedures of the show and that all vehicles be operated in a safe and orderly manner. Disorderly conduct will result in securing police assistance.

# SHOW DAY SCHEDULE & PROCEDURES

## Wednesday, March 23, 2005

- 7:30 AM – 9:00 AM**                      **EXHIBIT HALLS OPEN FOR EXHIBITORS ONLY**
- Tickets/Namebadge Required For Admission
  - Final opportunity to ready your display for show opening at 11 AM.
  - Continental breakfast available for exhibitors beginning at 7:30 AM in the Food Court.
- 9:00-10:45 AM**                      **EXHIBIT HALLS CLOSED TO EVERYONE FOR HALL CLEANING**  
**PLEASE NOTE THIS IS A CHANGE FROM PRIOR SHOW**  
**PROCEDURE!**
- 10:45 AM**                              **SHOW OPEN TO EXHIBITORS ONLY UNTIL SHOW OPENS**  
**AT 11:00 AM**
- 9 AM - 7:30 PM**                      **REGISTRATION DESK OPEN**
- 11 AM**                                  **SHOW OPENS TO ATTENDEES**
- All booths must be staffed from 11 AM to 8 PM
  - Bull Roast Open--Namebadges required for service
- 8 PM**                                      **SHOW CLOSES**
- No exhibit materials may be removed until the show closes
  - Booth must be staffed until this time
- 8 PM - 9 PM**                          **EARLY MOVE OUT BY EXHIBITORS-HANDCARRIED ITEMS ONLY**
- Exhibitors may remove hand-carried items only through the “Early Move-Out” Doors--Committee advises that all valuable and portable items be removed from booth overnight
  - Early Move-Out Form Required
  - Must move out through designated Early Move-Out doors *ONLY* that are located and identified on the front side of the building--no exhibit materials may be removed through the Main Entrance, off the dock or any other doors
  - The Builder Mart Committee advises exhibitors to remove all valuable and portable equipment and materials from their booth immediately following the show for their own protection. It is also advised that exhibitor staff arrive in their booth by 8 AM the next day to secure their items during Move Out.
- 10 PM**                                      **EXHIBIT HALLS LOCKED**
- Hargrove personnel will roll the carpet up over night--make certain your valuable items are removed from your display

# EXTERIOR DISPLAY PROCEDURES & RULES

1. Exterior display space is available in the main parking lot of the fairgrounds--refer to grounds layout on page 2-I. Only exhibitors who rent booth space inside the Cow Palace are eligible to rent exterior display space.
2. Exterior displays are to be set up on **Tuesday, March 22, 2005** from **5 PM to 7 PM**. All displays must be in place by 7 PM.
3. Exterior displays must be removed on **Wednesday, March 23** immediately following the closing of the show at **8 PM**. For security reasons, Exterior displays must be removed from the grounds by 10 PM that evening.
4. Vehicles and display items within the exterior display *may not be moved* during the hours of 7 AM to 8 PM on show day. In addition, exhibitors are not permitted to add additional display items/vehicles to the display area during that time. *Exterior display area may not be used for parking during the show.*
5. Rules of exhibition for exterior displays are the same as they are for interior displays. Refer to Builder Mart Exhibitor Agreement.
6. Exterior exhibit space does not need to be staffed during show hours.
7. Space rental only is provided in the exterior display package. No other services, facilities or tickets are included.

**If you wish to reserve Exterior Display Space to supplement your Builder Mart Booth, contact the Events Department immediately at (410) 265-7400. The fee is \$3 per square foot and the minimum space that can be reserved is 200 square feet. See space descriptions below and refer to next page for layout of space.**

## DISPLAY AREAS

(See Site Plan on Next Page)

## SIZES

A.	Under Dairy Bar Roof	10' D x 118' L x 11' H
B.	At End of Food Pavilion & Corner of Lot	10' D x 40' L
C.	At End of Food Pavilion (set back slightly from drive)	10' D x 20' L
D.	Front of Park Area	10' D x 80" L
E.	Front of Park Area	20' D x 50' L
F.	Front of Maryland State Fair Ticket Booth	18' W x 40' L
G.	Right of Main Entrance (near ticket booth)	15' W x 40' L
H.	Right of Main Entrance (near gate)	15' W x 30' L
I.	Left of Main Entrance (near gate)	15' W x 100' L
J.	Left of Main Entrance (near 4-H Building)	15" W x 30' L
K.	Right Side of Main Driveway (left of parking lot)	10' W x 30' L
	(8-10 spaces available)	

# BUILDER MART 2005 SPECIAL MOVE IN REQUEST FORM

- This form must be submitted if you have special needs that cannot be accommodated with the Move In Procedures and/or Schedule that is outlined in Section 2 of the Exhibitor Manual. Please review pages 2-E and 2-F before submitting this form. Please note that all set up is to be completed by 7 PM on Tuesday, March 23. Final set up of booth space can be done on Show Day, March 24 between the hours of 7:30 AM and 9:00 AM. Only hand-carried items may be installed at that time.

**Exhibitors will be permitted in the Exhibit Halls from 7:30 until 9:00 AM on Show Day. Badges will be required for admission starting at 7:30 AM. PLEASE NOTE THIS IS A CHANGE FROM PRIOR SHOW PROCEDURE!  
**Exhibit Halls will be closed to everyone, including Exhibitors from 9:00 until 10:45 AM. Exhibitors will be allowed back in Exhibit Halls at 10:45 AM. PLEASE NOTE THIS IS A CHANGE FROM PRIOR SHOW PROCEDURE!****

- This form must be submitted by March 4, 2005 Builder Mart Management at 1502 Woodlawn Drive, Baltimore, MD 21207 or faxed to her attention at (410) 265-6529. Direct questions to (410) 265-7400 ext.112 .
- You will be notified by March 14, 2005 **ONLY** if there is a problem with your request. Requests which cannot be accommodated will be handled per a phone call or fax response by that date.
- If your request is not approved, you will be notified by phone and you must then follow the normal move in procedure and schedule (see Section 2 of Exhibitor Manual).

COMPANY \_\_\_\_\_ BOOTH NUMBER(S) \_\_\_\_\_

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

PHONE NUMBER ( \_\_\_\_\_ ) \_\_\_\_\_ FAX NUMBER ( \_\_\_\_\_ ) \_\_\_\_\_

SPECIAL REQUEST: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## FOR OFFICE USE ONLY

Management Response: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Complete and fax to (410) 265-6529 by March 4, 2005. Attention: BUILDER MART MANAGEMENT

# BUILDER MART 2005 EXHIBITOR BADGE/TICKET ORDER FORM

## (For Exhibitors Use Only)

Between now and March 4, *Exhibitors Only* may order groups of **25** or more Builder Mart tickets at \$27 each. What better way to build relationships with your customers, than to give them tickets to the show!! Follow these simple guidelines and order your tickets today!!

- Discount orders will be accepted from *Exhibitors only*
- The special discount rate of \$27 applies to orders of **25** or more tickets only  
(tickets must be ordered as a group)
- **PLEASE NOTE THIS YEAR EXHIBITOR BADGES WILL BE PRE-PRINTED AND WILL BE A DIFFERENT BADGE/TICKET THAN ATTENDEES.**
- Orders must be received in the HBAM Office by March 4, 2005. Smaller orders processed by March 4 will be at the Early Bird rate of \$37. All orders received after March 4 will be honored at the price of \$42 each
- This form may be used to order tickets after March 4, 2005, but the \$42 price applies.
- Tickets are non-transferable.
- **ALL TICKETS ORDERED AFTER MARCH 12 MUST BE PICKED UP AT HBAM OR WILL BE HELD AT WILL CALL.**
- **Advance ticket sales end MARCH 16, tickets ordered after this time must be purchased at the door at the rate of \$55.**

----- CLIP HERE -----

## BUILDER MART 2005 DISCOUNT TICKET ORDER FORM (For Exhibitor Use Only)

Name \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

### **INDICATE QUANTITY OF TICKETS NEEDED**

**(Note Exhibitor badges will be pre printed if names are submitted on the form below by March 4, 2005):**

### **Exhibitor**      **Other**

\_\_\_\_\_      \_\_\_\_\_ **Discount Tickets @ \$27 Each (Minimum Order of 25 Required)**  
**(Order Must Be Received at HBAM by March 4, 2005)**

\_\_\_\_\_      \_\_\_\_\_ **Tickets @ \$37 (For Orders Less Than 25 and Ordered By March 4, 2005)**

\_\_\_\_\_      \_\_\_\_\_ **Tickets @ \$42 (For All Orders Placed After March 4, 2005)**  
**Note: Ticket Price At Door is \$55, advance ticket sales end on March 16, 2005**

\_\_\_\_\_      \_\_\_\_\_ **Payment Enclosed**

\_\_\_\_\_      \_\_\_\_\_ **Please Charge to Credit Card:    \_\_\_\_\_ MASTERCARD    \_\_\_\_\_ VISA    \_\_\_\_\_ AMEX**

**Card No.:** \_\_\_\_\_  
**Holder's Name:** \_\_\_\_\_  
**Expiration Date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_

Return with payment to: HBAM, Attn: Builder Mart Tickets  
1502 Woodlawn Drive, Baltimore, Maryland 21207 or fax to (410) 265-6529  
**NO CANCELLATIONS OR REFUNDS AFTER MARCH 4 2005**



## **Exhibitor Name Badge/Ticket Form**

Please note that each exhibitor receives 2 complimentary badge/tickets per 10 x 10 booth.  
Please include those names on this form with your additional ticket order.

Please PRINT First and Last Name Clearly

\_\_\_\_\_  
COMPANY NAME

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_

15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_
23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_
26. \_\_\_\_\_
27. \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

EMAIL \_\_\_\_\_

Please fax back to (410) 265-6529.

# BUILDER MART 2005 HAND CARRIED ITEMS EARLY MOVE OUT FORM

- Hand-carried items only may be moved out on Wednesday, March 23 between the hours of 8 to 9 PM. We will now allow larger items to be moved out between 9pm – 11 pm on Wednesday (see restrictions) All other move out will be done on Thursday, March 25 from 8 AM to 1 PM.
- **All valuable and highly portable items should be removed from your booth immediately following the show. Hargrove personnel will be in the building overnight rolling up the carpet and all doors to the building will be opening at 8 AM on Move Out Day on Thursday, March 24, 2005 Use your common sense before you leave the show and make certain that your display is secured and that all valuable and portable items are removed!!**
- Submission of this form to show personnel at the Early Move Out door is required before you will be permitted to remove items. Forms will be available at the doors and in the Show Office.
- Persons who are removing items during Early Move Out must be wearing Builder Mart Exhibitor namebadges. Builder Mart personnel will be checking items removed against the list t you provide on this form. *Please be patient as this is being done to protect the exhibitors and the show.*
- Move out will be permitted only through the designated doors located in the front of each hall (2 doors in South Hall and 3 doors in North Hall). Removal of exhibit materials will not be permitted through the Main Entrance, off the dock or through any other doors. To insure show security, no exceptions will be made.

COMPANY \_\_\_\_\_ BOOTH NUMBER(S) \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ PHONE (\_\_\_\_) \_\_\_\_\_

### LIST ITEMS TO BE REMOVED ON MARCH 23, 2005 BETWEEN 8 PM AND 9 PM


**REMINDER:** The exhibitor agrees to assume full responsibility for direct loss of their own materials, supplies and other items which they may own, lease, rent or for which they are legally liable.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**NOTE: DO NOT SEND THIS FORM TO HBAM IN ADVANCE OF THE SHOW.**

# BUILDER MART 2005 EXHIBITOR NEW PRODUCT / SERVICE FORM

The HBAM Communications & Public Relations Office will be working with their media contacts to secure editorial coverage about the Builder Mart. The media is interested in telling consumers about what is new in the marketplace and how it will improve their lives. If you will be showing something new at the 2005 show, please complete this form and fax it to Communications Dept. at (410) 265-6529 or email to [communications@homebuilders.org](mailto:communications@homebuilders.org) by **February 21, 2005**.

**COMPANY NAME** \_\_\_\_\_

**CONTACT PERSON** \_\_\_\_\_ **PHONE NUMBER (\_\_\_\_)** \_\_\_\_\_

What new product or service will you be exhibiting at Builder Mart 2005? Explain how it will improve the consumer's lifestyle. If you have in a press release format, you may fax or email that as well.

**Submit by February 21, 2005 to:**  
**Communications Dept.**  
**Home Builders Association of Maryland**  
**Fax (410) 265-6529**  
[communications@homebuilders.org](mailto:communications@homebuilders.org)

**BUILDER MART 2004 BUILDER ATTENDEE  
DATABASE ORDER FORM**

*(This is the list of builder and remodeler attendees from the 2004 show)*

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

EMAIL ADDRESS: \_\_\_\_\_  
(database will be sent via email unless otherwise instructed)

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

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

INDICATE YOUR ORDER BELOW:

\_\_\_\_\_ 2004 **BUILDER ATTENDEE DATABASE** (2000-2600 records) \$75

TOTAL COST: \$ \_\_\_\_\_

\* PRICE INCLUDES SALES TAX AND SHIPPING

PAYMENT METHOD: \_\_\_\_\_ Payment Enclosed

\_\_\_\_\_ Charge To Credit Card: \_\_\_\_\_ Mastercard \_\_\_\_\_ Visa \_\_\_\_\_ AMEX

NUMBER: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

CARD HOLDER: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

**ALLOW 5 WORKING DAYS TO PROCESS ORDER  
LIST WILL BE EMAILED UNLESS OTHERWISE REQUESTED**

MAIL ORDER FORM TO: BUILDER MART  
1502 WOODLAWN DRIVE  
BALTIMORE, MD 21207

FAX NUMBER: (410) 265-6529



Comcast Cablevision of Maryland, L.P.  
8110 Corporate Drive  
Baltimore, Maryland 21236  
410-513-0513 Fax: 410-513-0528

**BUILDER MART 2005**  
**March 23, 2005**  
**Maryland State Fairgrounds**  
**Timonium, Maryland**

**APPLICATION FOR EXHIBITOR CABLE TELEVISION SERVICE /INTERNET SERVICE AT THE MARYLAND STATE FAIRGROUNDS**

**We offer this service with limited availability to 10 exhibitors in the North Hall and 10 exhibitors in the South Hall.**

Connection fee for Full Standard Video Service is \$100 and Comcast High Speed Internet is \$200. This price includes installation and disconnection of the service. All payments must be made by credit card.

**ORDERS MUST BE RECEIVED NO LATER THAN MARCH 11, 2005**

COMPANY NAME: \_\_\_\_\_

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

CITY: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ BOOTH NUMBER: \_\_\_\_\_

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

Because of the limited availability, orders will be taken on a first-come basis. Please return order form with by March 11, 2005 to:

**COMCAST CABLE**  
**BUSINESS SERVICES DEPARTMENT**  
**8110 Corporate Drive, 3<sup>rd</sup> Floor**  
**White Marsh, Maryland 21236**  
**(410) 513-0513**

Or fax order form to:

**COMCAST CABLE**  
**BUSINESS SERVICES DEPARTMENT**  
**(410) 513-0528**

**Reminder:**

We cannot guarantee service once all 20 hookups have been reserved or if your order is received after March 11, 2005.

# ELECTRICAL ORDER FORM

MARYLAND STATE FAIRGROUNDS - TIMONIUM, MARYLAND

SHOW NAME: BUILDER MART - 2005

Booth(s)#: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

*We cannot guarantee service prior to show opening for orders received after 3 / 18 / 05.  
 No orders will be processed unless accompanied by payment in full.  
 No credits or refunds for unused services. All electrical equipment must meet UL standards for it's use.*

## CONNECTION FEES

Power	Advance rate	Late rate	Quantity	Amount
1-120V/20amp and 1 duplex receptacle at rear of booth ....	\$100.00	\$150.00	_____	_____
2-120V/20amp and 2 duplex receptacles at rear of booth ...	\$120.00	\$180.00	_____	_____

## FEES FOR HARD CONNECTIONS

**ALL 208, 240, 480 VOLT ORDERS MUST BE HARD WIRED. YOUR EQUIPMENT MUST BE SET-UP IN ORDER TO MAKE HARD WIRE CONNECTIONS.**

Hard wired equipment must be in place 24 hours before show opening or connections cannot be guaranteed.  
 All exhibitors with equipment that is hard-wired will be disconnected the morning following the show;  
 If the exhibitor requires additional time you MUST notify our office for pricing and scheduling.

Power	Advance rate	Late rate	Quantity	Amount
208V/20amp Single Phase .....	\$110.00	\$150.00	_____	_____
208V/30 amp Single Phase .....	\$135.00	\$200.00	_____	_____
208V/60 amp Single Phase .....	\$160.00	\$300.00	_____	_____
208V/3 phase 30amp .....	\$145.00	\$215.00	_____	_____
208V/3 phase 60amp .....	\$245.00	\$360.00	_____	_____

## OPTIONAL SERVICES

500 WATT FLOOD .....	\$60.00	\$80.00	_____	_____
COLD WATER CONNECTION .....	\$125.00	\$160.00	_____	_____
<b>if 480 volt or 277 volt service is required, please call for special pricing.</b>			<b>TOTAL</b>	_____

Exhibitors must supply their own pressure regulator valve & fittings. Electric & water will be available 24 hours a day. Neither the Maryland State Fair Urban Francis, LLC. Nor show management is responsible for voltage fluctuations or power failures. Rates listed above are valid if 5 or more exhibitors order electric service

## METHOD OF PAYMENT:

Company Check



*We Accept All  
Major Credit Cards*

Cardholder Name (Please print): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Mail Form and Payments To:

**URBAN FRANCIS, LLC**

P.O. Box 72789

Baltimore, MD 21237

Phone: **(410) 682-3900**

FAX: **(410) 682-3225**

FOR OFFICE USE ONLY:

Authorized or #: