



Greetings Expo Participants:

Welcome to preparation for the 2012 Home/Design/Remodel Expo. We look forward to our 2012 event being bigger and better than ever.

While we are disappointed with the Santa Fe Convention and Visitors Bureau decision to favor non local events and sell our optimum dates away, we are very excited to have secured the 40,000 square foot plus Shellabarger Tennis Center for our event.

This facility now under new ownership, is located on the campus of the vibrant new Santa Fe University for Art and Design located between St. Michaels Drive and Siringo Road at Yucca. This excellent facility provides us with the following benefits:

- A cost which allows us to hold booth prices at 2011 levels
- Ample Free Visitor and Vendor Parking
- Central Location & easy access to all main city arteries
- Easy access to vendor loading/unloading
- Increased number of booths and a new booth size with lower pricing
- Ample exterior space for potential landscaping display(s)
- Well marked proprietary Expo entrance close to parking
- No restrictions of food service vendors

The enclosed packet has all the information you need to reserve your space for Expo 2012. We look forward to seeing you at the event.

Best regards for a prosperous 2012

A handwritten signature in black ink, appearing to read 'DM', is written in a cursive style.

Douglas Maahs  
2012 President  
Santa Fe Area Homebuilders Association

SANTA FE AREA HOME BUILDERS ASSOCIATION

**CONTRACT FOR EXHIBIT SPACE**  
**April 28 & 29, 2012 10:00 am -5:00pm**  
**22<sup>nd</sup> ANNUAL –Remodelers Expo**

**Shellaberger Tennis Center/College of SF Campus**

We request the following exhibit space(s) as shown on the official floor plan, to be used for display purposes at the 2012 Santa Fe Area Home Builders Association Remodelers Expo

Booth(s) Size \_\_\_\_\_

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

**Electrical Requirements**

Electricity must be approved by SFAHBA and will be charged at \$50.00 per 5 amps per hook-up. For example if you have two booths but require only one 5 amp your electric price is \$50:

No Electricity                       Standard 5 amps \$50.00      More: \_\_\_\_\_

Your Booth will have one 6ft table and two chairs.

We do not need a table       We would like an extra table

**For Haciendas Resource Guide Listing**

(Exhibitors who sign up and pay after Haciendas ad deadline will not be listed. Check with Raquel for deadline dates.)

CATEGORY (S) \_\_\_\_\_ [windows, kitchen, e.g.]

Set up on Friday: April 27, 2012

**DOOR FOR VENDOR ACCESS IS ONLY 8 FEET WIDE X 7 FEET TALL**

**No unloading equipment is available.**

Show opens Saturday: April 28, 2012 - 10:00 am - 5:00 pm

Sunday: April 29, 2012 - 10:00 am - 4:00 pm

Tear down on Sunday: April 29, 2012 - 4:00 pm – 6:00 pm

**No one will be allowed to break down before 4:00 pm on Sunday.**

We would like to be a:

- Gold Expo Sponsor for \$ 2500
- Silver Expo Sponsor for \$1000
- Bronze Expo Sponsor for \$500
- Remodelers Showcase Sponsor \$325

Exhibitor's Firm: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail \_\_\_\_\_

Total Booth Price \_\_\_\_\_ Electrical Price \_\_\_\_\_ Tent Price \_\_\_\_\_

Sponsorship Level \_\_\_\_\_ Total Amount \$ \_\_\_\_\_

**Deposit Amount due now:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Check #:** \_\_\_\_\_ **CC** \_\_\_\_\_

**Balance Due:** \_\_\_\_\_ **Date** \_\_\_\_\_ **Check #:** \_\_\_\_\_ **CC** \_\_\_\_\_

Please complete other side

CONTRACT FOR EXHIBIT SPACE  
April 28 & 29, 2012 10:00 am -5:00pm  
22<sup>st</sup> ANNUAL – Remodelers Expo  
Shellaberger Tennis Center/College of SF Campus –Page 2

**Booths must be paid in full by March 23, 2012 Please call Raquel at 982.1774 with questions.**

**Receive a 10% discount on booth if paid off by January 15, 2012.**

**CANCELLATION POLICY – All requests for refund must be made in writing.  
Cancellation prior to February 15, 2012, exhibitor is obligated to pay 25% of booth price  
Cancellation prior to March 23, 2012 and after February 15, 2012 exhibitor is obligated to pay 90% of booth price.  
Cancellation after March 23, 2012 will not receive a refund.**

**EXHIBITOR, PLEASE COMPLETE CONTRACT & RETURN WITH PAYMENT & INSURANCE CERTIFICATE TO:**

**Santa Fe Area Home Builders Association,  
1409 Luisa Ste A,  
Santa Fe, NM 87505  
Phone (505) 982-1774, Fax (505) 982-0238**

The Home Show Committee cannot guarantee exhibitors against loss or damage of any kind. Space is leased with the understanding that the exhibitors will hold the committee, the Santa Fe Area Home Builders Association, and Shellaberger Tennis Center harmless from any and all liabilities, from any cause whatsoever, including loss, damage or injury that may occur to the exhibitors, their employees or property prior, during or subsequent to the period covered by the exhibit contract. Upon signing the contract, the exhibitor expressly releases from liability the committee, the Santa Fe Area Home Builders Association and Shellaberger Tennis Center and agrees to indemnify the same against any and all claims for such loss, damage or injury. In addition, the committee, the Santa Fe Area Home Builders Association and Shellaberger Tennis Center, shall not be held responsible for any item sold during the Show nor held responsible for any tax liability on merchandise sold during the Show. The exhibitor shall provide proof of insurance coverage liability, bodily injury and, property damage, which names the SFAHBA as "additional insured parties". The MINIMUM limit of liability coverage shall be \$500,000.00. (Please attach copy of insurance certificate.)

**We agree to pay half of the amount due at the time of contract agreement and the remainder by March 23, 2012. We have reviewed and agree to comply with the rules and regulations pertaining to the show. We acknowledge that a copy of same is included hereto and made a part of standard booth contract. I acknowledge that I am authorized to sign this contract on behalf of the above named company. (Please complete other side)**

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**Print name \_\_\_\_\_**





Santa Fe Area  
Home Builders  
Association



**22<sup>nd</sup> Annual – Remodelers Expo  
April 28-29-2012  
Shellaberger Tennis Center/College of Santa Fe**

<b>Booth Size</b>	<b>SFAHBA <u>Member</u></b>	<b>Other HBA's <u>Member</u></b>	<b><u>Non-Members</u></b>	<b>Electric</b>
<b>Main Ballroom</b>				
<b>8'x 8' Booth</b>				<b>+ Electrical Pricing \$50/5amp</b>
Corner	\$695.00	\$795.00	\$1075.00	
1 or 2 Booths	\$550.00	\$650.00	\$ 925.00	
3 or more Booths	\$525.00	\$625.00	\$ 895.00	
<b>10' x 10' Booth</b>				<b>+ Electrical Pricing \$50/5amp</b>
Corner	\$995.00	\$1150.00	\$1,375.00	
1 or 2 Booths	\$795.00	\$ 950.00	\$1,175.00	
3 or more booths	\$755.00	\$ 895.00	\$1,125.00	
<b>6'x 8' Booth</b>				<b>+ Electrical Pricing \$50/5amp</b>
Corner	\$495.00	\$595.00	\$895.00	
1 or 2 Booths	\$395.00	\$495.00	\$795.00	

**10% discount if booth is paid off by January 15, 2012.**

**Booths must be paid in full by March 23, 2011 Please call Raquel at 982.1774 with questions.**

**CANCELLATION POLICY – All requests for refund must be made in writing.  
Cancellation prior to February 15, 2012, exhibitor is obligated to pay 25% of booth price.,  
Cancellation prior to March 23, 2012 and after February 15, 2012 exhibitor is obligated to pay 90% of booth price.  
Cancellation after March 23, 2012 will not receive a refund.**

