

EXHIBITOR AGREEMENT



36TH ANNUAL SANTA FE HOME EXPO / REMODEL SHOWCASE
Saturday, March 15 & Sunday, March 16, 2025

Date: _____ Company: _____

Contact Name: _____

Address: _____ City _____ State _____ Zip _____

Phone _____ Email: _____

Booth Rates:

Member rate	Non-Member rate
★ 10 x 10 Standard booth \$1000.00	★ 10 x 10 Standard booth \$1450.00
★ 10 x 10 Corner booth \$1250.00	★ 10 x 10 Corner booth \$1700.00

***Sponsors and prior year exhibitors have first priority in booth(s) selection based on availability.*
Deadline to exercise first priority is December 17th, 2025**

Annual Member (Verified) ___ Non Member ___

Of Standard booths: _____ Booth #(s) _____ \$ _____

Of Corner booths: _____ Booth #(s) _____ \$ _____

Early bird -10% discount: Paid in full by January 5, 2025
Subtotal (-\$ _____)

= \$ _____

50% Deposit to reserve booth w/signed agreement (-_____)

OR

PAID IN FULL \$ _____

Balance Due = \$ _____

Check enclosed Credit Card Payment (includes 3.0% CC processing fee)

Surcharge fees cover charges accrued from financial institutions when processing credit card transactions. SFAHBA does not profit from collected fees.

Authorized Signature _____
(Signer attests they are authorized to bind the company to this contract)

Print Name of Authorized person _____

Return first page of exhibitor agreement to:
SFAHBA 2520-B Camino Entrada Santa Fe, NM 87507
Phone: 505-982-1774 Email: tanya@BuildNewMexico.com

WHAT: 36th Annual Santa Fe Home Show sponsored by Santa Fe Area Home Builders Association.
WHERE: Santa Fe Community Convention Center, 201 W. Marcy Street, Santa Fe, NM
WHEN: **Saturday, March 15th from 10 am to 5 pm and Sunday, March 16th, 2025, 10 am to 4 pm.**

BOOTH SET UP is Friday, March 14, 2025, from approx 10 am to 8 pm. Tear down begins at 4 pm on Sunday. **Exhibitors may not break down before 4 PM Sunday.** Exhibits must be removed on **Sunday.** Any exhibit not completely dismantled and removed by Sunday at 8 pm will be removed. additional fees will be charged directly to the exhibitor at rates charged by the Santa Fe Community Convention Center.

BOOTH CONSTRUCTION: Each booth will be 10' x 10 with 8' tall w/ curtain at the back and 3' tall curtain dividers at the sides. One 6' long table and two chairs will be provided by the Convention Center. Multiple booths for one vendor will not be separated by 3' tall curtain dividers. Identification signs will be provided by SFAHBA. This sign may be removed and other signage displayed.

- Member rate
 - 10 x 10 Standard booth \$1000.00
 - 10 x 10 Corner booth \$1250.00
- Non-member rate
 - 10 x 10 Standard booth \$1450.00
 - 10 x 10 Corner booth \$1700.00

PAYMENTS, CANCELLATIONS, AND DISCOUNTS: **You may deduct 10% from your total booth price if paid by January 5, 2025.** A 50% deposit must be made to reserve a particular space. A booth will not be held without a deposit. Further payments on booths must be made each month after until paid in full. **All booth fees must be paid in full prior to March 1st, 2025, or entry to show and set up of booth may be prohibited.** All requests for cancellation must be made in writing. If the exhibitor cancels prior to February 1, 2025, the exhibitor will be obligated to pay 25% of the total booth price. If the exhibitor cancels prior to March 1, 2025, the exhibitor will be obligated to pay 90% of the booth price. Cancellation after March 1, 2025, will result in no refund. Participants who conduct on-premises exchange of cash for sales of physical goods during the Home Show are required to obtain an additional vendor sales permit from the City of Santa Fe [HERE.](#)

BOOTH CONTRACT: The signed exhibit space contract and deposit shall constitute a valid and binding contract. If the show should be canceled due to circumstances beyond the control of SFAHBA, the contracted Exhibitor shall waive any claims for damages or compensation.

HACIENDAS MAGAZINE (RESOURCE GUIDE) will be published in conjunction with the Home Expo to promote the event.

EXHIBITORS INSURANCE: Exhibitors shall carry and maintain during the period of any show in which they exhibit, including move-in and move-out days, and at his or her sole cost and expense, Bodily Injury, Property Damage, and Personal Injury, under a policy of Commercial General Liability Insurance with minimum limits in the amount of \$1,000,000 for any one occurrence, \$2,000,000 general aggregate, \$2,000,000 Products/Completed Operations aggregate limit. Exhibitors may be required to provide evidence of insurance for Auto Liability in the amount of \$1,000,000.

Each exhibitor is responsible for providing insurance coverage on their own goods, including theft. SFAHBA and Santa Fe Convention Center will not be held responsible for any damage or theft to exhibitors' goods.

Santa Fe Area Homebuilders Association shall be named as an additional insured on such Commercial General Liability policy regarding liability arising out of operations performed under this Agreement. The policy shall include a waiver of subrogation.

SECURITY: Security will be provided during the show and after show hours. While ample security is available during show move-in and move-out hours, along with show hours, it is always wise and prudent to staff your booth (at least one person) at all times during the complete run of the show to ensure additional protection of equipment and valuables.

LABOR: Exhibitors are responsible for providing or arranging all necessary labor in transporting, uncrating, erecting, dismantling, and re-crating of displays.

EXHIBIT INSTALLATION: A loading dock is located on S. Federal Place on the Northside of the Convention Center. All vehicles must be removed from the loading dock area immediately after unloading. Smaller items may also be unloaded from a Westside entrance on Grant Street. A parking garage is located under the Convention Center accessed from S. Federal Place.

EXHIBIT STAFFING: All exhibits must be staffed during show hours by at least one person. Short breaks for sole proprietors are acceptable, but a notice of when you will return is recommended.

BOOTH ASSIGNMENT: While initial booth reservation is mutually agreed to by the exhibitor and SFAHBA, the final assignment is the proprietary right of SFAHBA. Every attempt will be made to locate the exhibitor in the booth he or she has reserved but in extenuating circumstances, the booth can be reassigned without the approval of the exhibitor. The exhibitor shall not assign, sublet or apportion the whole or any part of the space assigned or have representatives, equipment, or materials other than their own in the exhibit space without written consent from SFAHBA.

BOOTH OPERATION: Products may be sold from exhibit space. (See below) The exhibitor shall hold harmless SFAHBA from any and all damages or theft of merchandise or materials from the contracted exhibition space. All exhibits shall not extend beyond the allotted space unless authorized in writing by SFAHBA prior to the Home Show.

Exhibitors who plan to sell merchandise on the premises in a cash-and-carry fashion are responsible for complying with the City of Santa Fe's licensing and tax requirements. Information can be obtained prior to the show by contacting the City of Santa Fe's Accounts Receivable office at 505-955-6553.

UNOCCUPIED SPACE: In the event that an Exhibitor has failed to occupy the space contracted for by 8:00 am on Saturday, March 11th, 2023, SFAHBA shall have the right to utilize such space in any manner it chooses. This will in no way release the contracted exhibitor and no refund shall be in order.

SFAHBA Office Use ONLY

Vendor Name _____ Inv. # _____

Standard Booth - 1000.00 Non Member - 1450.00

Corner Booth - 1250.00 Non Member - 1700.00

10% Early Bird Discount

TOTAL DUE: _____

SFAHBA Staff / Home Expo Committee Initials _____ **Date** _____