

# HBA Home & Outdoor Living Show

## April 11-13, 2025



**The HBA Home Show** has been a tradition for **over 40 years** in Southwest Missouri. Moving the event to its new home at the Wilson Logistics Arena in 2024 meant a lot of big changes! This highly anticipated annual community event is now easily accessible right off the interstate. We can't wait for you to showcase your business at the 2025 Home & Outdoor Living Show!

What do we love about this venue? It's bright, expansive, and inviting. Vendors have access to a private vendor lounge with access to a balcony view as well as an on-site restaurant, and everyone enjoys free parking! It is an ideal setting for you to display your products and services, engage with eager visitors, and grow your customer base. The event also serves as a prime networking opportunity, enabling vendors to connect with other professionals in the building industry and cultivate valuable relationships and collaborations.

The annual HBA Home and Outdoor Living Show attracts thousands of attendees from the Southwest Missouri area, all seeking home improvement solutions. This event is essential for any business owner aiming to expand their business. With a variety of participation options available, we guarantee there is a package that fits your needs.

Secure your spot today and seize this exciting opportunity!



PRESENTED BY



HBA of Greater Springfield  
636 W Republic Rd, Suite D108  
Springfield, MO 65807  
417-881-3711  
[HBASpringfield.com](http://HBASpringfield.com)



# HBA Home & Outdoor Living Show

## Sponsorships & Advertising



### PRESENTING SPONSOR (1) .....

Sponsorship includes the company's logo on all Home Show related promotional emails, social media posts (except direct competitors), the HBA website event page, paid advertising, the Home Show floor plan, vendor contract, and special recognition during the event. Plus, dedicated ad space in the HBA Magazine. Includes 20 Industry Insider Night admission tickets, and 500 HS tickets to be given away at your business's location.

### WORKSHOP SPONSOR (1) ..... \$1,500

Sponsorship includes the company's logo featured on the workshop stage, social media posts, the HBA website event page, and the HBA website Workshop feature page, plus, announcements made during the event. Includes opportunity for sponsor-provided banner up to 12' wide (savings of \$500).

### PASSPORT PUNCH CARD MAIN

#### SPONSOR (1) ..... \$1,000\*

Sponsorship includes the company's logo featured on a 2 x 2-inch square on the punch card, social media posts, and the HBA website event page. Plus, an exceptional display location at the front entrance, and announcements made during the event.

*\*Sponsor is required to provide a Prize Giveaway valued at \$500+.*

### PASSPORT PUNCH CARD SUPPORTING

#### SPONSOR (25) ..... \$150

Sponsorship includes the company's logo featured on a 1 x 1-inch square on the punch card and the HBA website event page.

### BAG SPONSOR (1) ..... \$1,000\*

Sponsorship includes the company's logo on two stands at the main entrance, social media posts, the HBA website event page, and announcements during the event.

*\*Sponsor to provide 2,750 bags with their logo to be given to attendees.*

### LIVING ROOM SPONSOR (1) ..... \$1,000

Sponsor to set up two living room sets at prime locations for the event. Sponsorship includes the company's logo on signage placed in the living room spaces, social media posts, the HBA website event page, and announcements during the event.

### VENDOR LUNCH SPONSOR (1)..... \$1,500

Sponsor logo will be printed on all lunch vouchers for Home Show vendors (Approximately 300 vouchers). Signage will be placed on tables in venue restaurant as well as large sign at restaurant entrance. Vendor will be permitted to have a presence inside the restaurant as well as distributing vouchers.

### BAR SPONSOR (1) ..... \$1,500

Sponsorship includes the company's logo featured at the bar location, on social media posts, on the HBA website event page, and announcements during the event.

### VENDOR LOUNGE SPONSOR (1) ..... \$1,500

Sponsorship includes the company's logo on signage in the Vendor Lounge, social media posts, and the HBA website event page. The sponsor has the opportunity to host and greet vendor attendees, share business information, and interact with vendors during the event. The sponsor also receives 5 event admission tickets.

### TICKET SPONSOR (1) ..... \$1,500

Sponsorship includes the company's logo on the back of approximately 2750 event tickets. Sponsor to include a special offer to Home Show attendees. The sponsor's logo will appear on social media posts and the HBA website event page.

### BANNER SPONSOR (30) ..... Multiple Pricing Options

Sponsor-provided banner displayed from the arena mezzanine railing, visible from the main floor event. Size options:

#### Up to 5'x5' ..... \$300

#### 5'x5' to 10'x10' ..... \$500

**Suspended** (See "Additional Sign Display Options" on following page)

### INDUSTRY INSIDER NIGHT MAIN

#### SPONSOR (1) ..... \$2,500

Sponsorship includes a speaking opportunity during Industry Insider Night (4/10/2025), the company's logo on the HBA website event page, social media posts, and Industry Insider Night invitations and tickets. Invitations and tickets go to all Home Show vendors and HBA members. Sponsor receives 10 Industry Insider night tickets.

### INDUSTRY INSIDER NIGHT FOOD

#### SPONSOR (1) ..... \$1,200

Sponsorship includes special recognition during Industry Insider Night. The company's logo will be displayed on the serving tables at the event, on the HBA website event page, and social media posts. Sponsors receive 5 VIP Industry Insider Night tickets.

### INDUSTRY INSIDER NIGHT SUPPORTING

#### SPONSOR (5) ..... \$500

Sponsorship includes special recognition during Industry Insider Night, the company's logo on the HBA website event page, and social media posts. Sponsors receive 5 VIP Industry Insider Night tickets.

# HBA Home & Outdoor Living Show Sponsorships & Advertising

## BILLBOARD SPONSOR (15) ..... \$1,000

Sponsorship includes the company's logo and a dedicated company ad in digital rotation on a Home Show billboard. Sponsor logo also included on the HBA website event page. Billboard location choice will be first come, first served.

## YARD SIGN SPONSOR (20) ..... \$500

Sponsorship includes the company's logo prominently displayed on 30 Home Show yard signs to be placed by the sponsor at locations of the sponsor's choosing throughout Southwest Missouri. Logo also included on HBA website event page.

## OUTDOOR LIVING DISPLAY SPONSOR(S).....Inquire for availability and pricing

Sponsor(s) to set up outdoor living display area outside main event entrance. Sponsorship includes social media posts, the HBA website event page, and announcements during the event. Sponsors are encouraged to provide signage. *May be single sponsor or multiple sponsors.*

## VENDOR PACKET SPONSOR (8) ..... \$250

Sponsor to provide flyer or small item to include in vendor packet (must be approved by HBA). Sponsorship also includes the company's logo on HBA website event page.

## ADDITIONAL EVENT MARKETING OPPORTUNITIES

### SOCIAL MEDIA PROMOTION (10) ..... \$250

Vendor promoted on HBA Facebook page with more than 4,500 followers. Promotion to take place within 10 weeks of the Home & Outdoor Living Show. HBA will work with vendor to determine messaging of post. Template will be provided by the HBA, and dates for social media posts will be determined by the HBA. First come, first served.

### SHOUT-OUT DURING EVENT (10) ..... \$200

Vendor shout-out by event host. Sponsorship includes 30 second interview at booth conducted by HBA staff, event host, or HBA-approved personality. Vendor will choose the hour of the shout-out from selection options. First come, first served.

### ADDITIONAL SIGN DISPLAY OPTIONS .....Various

**SUSPENDED SIGN.** Vendor may suspend sign from ceiling inside the arena. Sign must be suspended over vendor booth. Option available only to vendors with 20x20 booth or larger. Vendor is responsible for cost and execution of sign

suspension. *Please inquire with HBA staff.* ..... \$500

**FENCE BANNER.** Vendor may supply banner to be displayed on OEF fencing adjacent to Wilson Logistics Arena. .... \$600

## REGISTRATION ADD-ONS (Various Options)

Vendors have the option to purchase various sponsorships and add-ons through registration software. Sponsorship options may be limited based on availability and booth size. These add-ons provide enhanced visibility for vendors through vendor map.



## DEADLINES

Sponsorship benefits are subject to deadlines to ensure on time benefit fulfillment. Benefits cannot be guaranteed after deadline. Registrations prior to early bird deadline, may be eligible for additional benefits.

Early bird deadline: January 1, 2025  
General deadline: February 28, 2025

All registrations after February 28, 2025, will be considered late registrations and are subject to late registration fee and risk losing sponsorship benefits.



# HBA Home & Outdoor Living Show Vendor Contract



PRESENTING  
SPONSOR:



**APRIL 11-13, 2025**

Wilson Logistics Arena  
at Ozarks Empire Fairgrounds  
3001 N Grant Street  
Springfield, MO 65803

BOOTH PRICING		MEMBER		NON-MEMBER	
Location	Booth Size	Total	Deposit	Total	Deposit
MAIN FLOOR	10 x 10	\$780	\$375	\$1090	\$545
	10 x 20	\$1,385	\$690	\$1,840	\$920
	10 x 30	\$2,025	\$1,012	\$2,585	\$1,293
	10 x 40	\$2,660	\$1,330	\$3,335	\$1,668
	20 x 20 (4 pack)	\$2,585	\$1,293	\$4,140	\$2,070
	20 x 30 (6 pack)	\$4,080	\$2,040	\$6,235	\$3,118
MEZZANINE	20 x 40 (8 pack)	\$5,575	\$2,788	\$8,335	\$4,168
	8 x 10	\$575	\$288	\$775	\$388
	8 x 20	\$1,000	\$500	\$1,350	\$675
	8 x 30	\$1,500	\$750	\$1,875	\$938
MARKETPLACE	8 x 40	\$2,000	\$1,000	\$2,400	\$1,200
	8 x 10			\$200	No Deposit
	8 x 20			\$250	No Deposit

**CORNER BOOTH FEE:** Inner Aisle: \$100/corner, Outer Aisle: \$50/corner  
(Endcap = 2 corners)

Booth price includes 110v electricity (additional \$50 fee for 220v), Wi-Fi access, forklift usage, event parking, access to vendor lounge, and 2 \$10 venue food vouchers. A 6' table, table cover, and 2 chairs will be provided upon request through registration website.

## BOOTH SELECTION & ACKNOWLEDGEMENTS

Find the booth selection link at  
<https://hbahomeshow.expofp.com/> or use the  
QR code below.

**This form must also be submitted to  
[events@hbaspringfield.com](mailto:events@hbaspringfield.com)!**



PRODUCT/SERVICE DESCRIPTION:

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- ☐ I have read and agree to the attached rules & regulations.
- ☐ The main contact listed agrees to be responsible for disseminating information as necessary.
- ☐ I understand the deposit is due immediately upon receiving my invoice.
- ☐ I'd like to be contacted about event sponsorship opportunities.

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

CONTACT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

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

REGISTRATION CONTACT AGREES TO BE POINT PERSON FOR ALL HOME & OUTDOOR LIVING SHOW COMMUNICATIONS. THIS PERSON IS EXPECTED TO BE RESPONSIBLE FOR DISSEMINATING INFORMATION TO APPROPRIATE PERSONNEL.

**FEBRUARY 14, 2025: REFUND DEADLINE | FEBRUARY 28, 2025: BALANCE DUE**

HOME BUILDERS ASSOCIATION OF GREATER SPRINGFIELD  
636 W. Republic Rd. #D108, Springfield, MO 65807 | [HBASpringfield.com](http://HBASpringfield.com) | 417-881-3711  
[events@hbaspringfield.com](mailto:events@hbaspringfield.com)

# HBA Home & Outdoor Living Show

## Rules & Regulations

- 1. CONTRACT OBLIGATIONS:** All fees are paid in full before the Exhibitor can set up their booth
- 2. EXHIBITOR ELIGIBILITY RIGHT OF REFUSAL AND/OR CANCELLATION:**

The HBA of Greater Springfield (HBA) reserves the right to determine the eligibility of any exhibitor. Deposit will be returned to the applicant in the event of non-acceptance. Once accepted, the total cost of the exhibit space is due and payable in the manner described in the fee schedule. Exhibits and the conduct of exhibitors are subject to Trade Show Committee approval. Trade Show Committee reserves the right to refuse any company's application not meeting the required standards. The Trade Show Committee also has the right to curtail exhibits or parts that detract from the Show's character, including displays, literature, advertising, novelties, souvenirs, and personal conduct of exhibitors. Officers, employees, and agents involved in the management of the Home Show shall have full authority to interpret and enforce all rules and regulations governing Exhibitors. All matters and questions not explicitly addressed in the rules & regulations shall be subject to final determination by the Trade Show Committee and amended at any time by the HBA upon notice to Exhibitors. In addition, the HBA may have recourse for violating any of these rules in any manner it deems appropriate, including the expulsion or suspension from future shows.
- 3. EXHIBIT SPACE:**

For each vendor booth space, the HBA shall provide draperies and hardware (EXCEPT bulk spaces), one draped 6-foot table, access to electricity, and two chairs upon request. BOOTH SIGNAGE IS THE RESPONSIBILITY OF THE VENDOR.
- 4. BOOTH RESTRICTIONS:** The 'Front Line' of vendor exhibit booth: No part of the display may extend beyond the 'front line' of the exhibit space into the aisle.

The HBA reserves the right to make exceptions to this rule as it sees fit.

The Exhibitor is responsible for following these rules. If the booth display goes over the booth line, the Exhibitor may be required to Immediately Correct The Problem. If the problem is not immediately corrected, the booth is subject to removal by the Show Committee at Exhibitor's expense.
- 5. FOOTPRINT RESTRICTIONS:** Exhibit footprint needs to be compact and contiguous.
- 6. BOOTH SPACE:** Business activity is restricted to the actual booth space only; therefore, soliciting in the aisle or other business activity can't be conducted.
- 7. MOVE IN:** A forklift is available to be used during move-in and tear down. The facility does not provide any other equipment to help with moving in or tear down.

HBA staff cannot guarantee there will be carts available, so please come prepared with any equipment you need to enable you to move your product.
- 8. SIGNS:**
  - A. All signage must look professional. Any exhibitor having signs which are, or look, amateurish and detract from the overall dignity and refinement of the Show will be asked to remove them from the booth.
  - B. If signs extend above the back of the booth, the back of the sign must be black. The only exception shall be in the situation where the sign is in the middle of a booth or group of booth spaces.
  - C. No hanging of Banners from the ceiling without prior approval from HBA. Large banner sponsorships are available for purchase. No signage may be attached to the walls of the facility.
- 9. CHARACTER OF EXHIBITS:** Each Exhibitor agrees to display only products or services that they sell in their regular course of business. The Show purpose understood by the Exhibitor, is only for products and services pertinent to home building, improvement, decorating, furnishing, landscaping, or closely related to these fields of activity should be displayed and explained. Each exhibit must comply with the laws set by the State of Missouri and ordinances and regulations of the City of Springfield and Greene County. The Show Committee reserves the right to reject any exhibit, or part thereof, which is not in keeping with the character and spirit of the event.
- 10. LICENSES/PERMITS:** Before final payment is received, all Exhibitors must have obtained all licenses required by the Ordinances of the City of Springfield and Greene County for participation.
- 11. SUB-LETTING SPACE:** No exhibitor shall assign, sub-let, or apportion the space or any part of the space allotted to them, nor exhibit any goods, apparatus, services, advertising, signs, etc., other than those manufactured or sold by the Exhibitor in the regular course of this business, without the written consent of the Trade Show Committee. If it is necessary to use the equipment of another manufacturer, distributor, or dealer whose equipment shall be displayed separately. In that case, no advertising of that equipment may be in evidence unless authorized by the Trade Show Committee.
- 12. UNOCCUPIED SPACE:** If the Exhibitor fails to occupy space contracted or fails to comply in any respect with the terms of these rules and regulations, the Trade Show Committee shall have the right to re-rent such space to another applicant. The original Exhibitor is still responsible for paying the sum agreed to in the application and contract for exhibit space.
- 13. FIRE SAFETY:** The Trade Show Committee will not tolerate the use of combustible oils or gases within any exhibit. Additionally, no open flames will be permitted without the prior written approval of the Fire Marshall. All electrical equipment used in conjunction with the display's installation, operation, and dismantling must be in good operating condition and able to pass the inspection of the local Fire Marshall. All booths with a closed-top roof of any kind must have a fire extinguisher in the booth at all times, per the Fire Marshall. Vendors are solely responsible for providing the extinguisher for their booth. Storage of excess materials in hallways is prohibited.
- 14. SELLING:** Retail selling of products or materials related to the home industry will be permitted. Exhibitors may accept cash, check, or credit card numbers or sign contracts or purchase orders at the show.
- 15. SOUND CONTROL:** Loudspeakers, radios, TV sets, or the operation of any machinery or equipment of high volume is not permitted. Public address systems are not allowed.
- 16. DISTRIBUTION OF LITERATURE AND SOUVENIRS:** Printed advertising, souvenirs, etc., may be distributed by exhibitors from their own space only. Any souvenir or advertising that is of an objectionable or undignified character will not be permitted. Souvenirs should not be of a noise making variety. All such items are subject to the approval of the Trade Show Committee.
- 17. DRAWINGS FOR FREE PRIZES:** Exhibitors may offer giveaways for promotional prizes in their booths. If you are running a contest in your exhibit, please make a note of the following rules:

Each Exhibitor must provide their registration slips You must have rules posted in the area where registration takes place

Prizes offered must be given as stated in the contest offer
- 18. HELIUM BALLOONS:** Per Facility rules and regulations, no helium balloons are allowed.
- 19. VENDOR LOUNGE:** Available for use by Exhibitors only. Two (2) food vouchers will be provided to be used at Wilson Logistics Arena concessions and restaurant. Snacks will be available throughout the day.
- 20. FOOD AND DRINK: No tolerance policy:** the Facility concession stand retains the right to sell and service all food and drink products. The ONLY food items that exhibitors may give away to the public are small candies, i.e., hard-wrapped candies and/or mini-size candy bars (per Facility rules and regulations). Popping and/or Distributing Popcorn at your booth is strictly prohibited. If the problem is not immediately corrected, the booth is subject to removal by the Show Committee at Exhibitor's expense.
- 21. CARE OF EXHIBIT SPACE:** Each Exhibitor must keep their own space cleaned and their exhibit maintained in good order, while the Show is open to the public. Wilson Logistics Arena personnel shall be responsible for maintaining the aisles and public areas.
- 22. VENDOR BEHAVIOR:** We ask all vendors to respect the time and priorities of their fellow vendors. Networking between vendors is allowed and encouraged; however, it should not inhibit the ability of any vendor to meet, and conduct business with, potential clients
- 23. EVENTUALITIES:** In case the facility should be destroyed by fire or the elements, or by another cause, or in case other circumstances shall make it impossible for the Show Committee to permit the contracted space to be occupied by the Exhibitor, the application and contract for exhibit space shall terminate, and the Exhibitor shall waive any claim for damages or compensation.

# HBA Home & Outdoor Living Show

## Rules & Regulations

- 24. LIABILITY:** Neither the HBA, the employees thereof, their agents or representatives; nor Wilsons Logistics Arena, the employees thereof, their agents or representatives; nor any member of the Trade Show Committee shall be responsible for any injury, loss, or damage that may occur to the Exhibitor, or the Exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the application and contract for exhibit space, and the Exhibitor on signing the contract releases the foregoing named Association, Corporations, individuals, their agents and employees from all claims for such loss, damage, or injury.
- 25. SECURITY:** The Facility contains a sophisticated electronic security system activated each evening after vacating the exhibit hall. Entry to the exhibit area prior to public hours can only be authorized by the Home Show Committee.
- 26. SET-UP OF EXHIBITS:** Hours for set up will vary depending on booth location. Set up to be scheduled with HBA staff for April 7 - 10.
- 27. SHOW TIMES:** The Show will be open to the public 12pm-6pm on Friday, 10 am - 5 pm Saturday, and 11 am - 4 pm on Sunday. VIP Event will take place Thursday evening, April 10, 5:30 pm - 7:00 pm.
- 28. REMOVAL OF EXHIBIT:** All exhibits must remain set up until 4 pm on Sunday. Tear-down will not begin until after 4 pm (no exceptions). If a vendor chooses to start dismantling their booth prior to 4 pm on Sunday, the Exhibitor is assessed a penalty fee of \$500. The Exhibitor must pay in full before participating in any future HBA of Greater Springfield Trade Shows. Exhibits may be removed 4 pm - 7 pm on Sunday, and 7 am - 4 pm on Monday. All exhibits must be out of the facility by 4pm on Monday following the Show.
- 29. LOT ACCESS FOR TEAR DOWN:** Vendors will NOT be allowed in the facility loading dock area - including the lot - until their booth is torn down and ready to be loaded.
- 30. BOOTH ASSIGNMENTS:** The HBA reserves the right to change or alter space assignments, floor plans and show conditions without notice and at their sole discretion for the Show's best interests.
- 31. COMPLIANCE WITH LAWS:** Exhibitors shall comply with all county, city, state, and federal safety, fire and health laws, ordinances and regulations, including the Policies, Rules and Regulations of the facility regarding the installation, dismantling and operation of the exhibit.
- 32. COPYRIGHTED WORKS:** Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc., which may be required to broadcast, perform, or display any copyrighted materials including, but not limited to, music, video, and software. Exhibitor shall indemnify, defend and hold harmless the HBA and its directors, officers, employees, and agents from and against all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision. The terms of this provision shall survive the termination or expiration of this Agreement.
- 33. AMERICANS WITH DISABILITIES ACT:** Exhibitor represents and warrants that its exhibit and product/service information shall comply with the Americans with Disabilities Act, regulations, and guidelines (collectively "ADA"). Exhibitor shall indemnify, defend and hold harmless the HBA and its directors, officers, employees, and agents from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision or noncompliance with any provision of the ADA.
- 34. LEGAL ACTION:** Any legal action by an exhibitor against the HBA-related to these rules must be brought in the Circuit Court of Greene County, Missouri. The Exhibitor's sole remedy is limited to exhibition fees paid by the Exhibitor. Indirect or consequential damages may not be sought. Should any litigation arise out of this Show, the Exhibitor shall pay all costs and reasonable attorney's fees incurred by the HBA and/or the co sponsoring agencies if they are the prevailing party.
- 35. INSURANCE AND HOLD HARMLESS AGREEMENTS:** Each Exhibitor must have Public Liability Insurance to protect against possible claims arising out of the operation of this exhibit. Fire, theft, liability, and extended coverage insurance are not provided by the HBA or facility. Exhibitor may obtain such coverage at its own expense. Small and valuable exhibit materials should be packed each night and placed in a secure location. Exhibitor remains responsible for all property brought into the Show and shall bear the sole risk of loss for that property. Exhibitor shall indemnify and hold harmless the HBA and its directors, agents, and employees from any damages caused by theft or other perils normally covered by extended coverage, liability, theft, or fire policies, as well as for all claims, losses, liability, or damages for injury, death, or property damage that may arise from activities of the Exhibitor, its employees, agents, invitees, and licensees.  
*Exhibitor hereby represents and warrants to the HBA that the exhibitor has taken all steps reasonably necessary to ensure the sound engineering and structural integrity in its exhibit design and the proper construction and safety of the exhibit itself, as erected.*
- 36. AMENDMENTS:** The Trade Show Committee has full power to interpret or amend these rules. Whatever these rules do not cover, the Trade Show Committee reserves the right to make rules to cover in the Show's best interest, and the Exhibitor agrees to accept and abide by such rulings.
- 37. PENALTIES:** The penalty for violation of any rule CAN result in immediate booth closure and suspension of the Exhibitor's right to be in the next year's Show.
- 38. SERVICE ANIMALS:** There is a "NO PET POLICY" at Wilson Logistics Arena. Service animals are allowed into arena during Home & Outdoor Living Show Hours.
- 39. MEDIA CONSENT:** Per OEF policy, entering the premises means consenting to interviews, photography, audio recording, video recording and its/their release, publication, exhibition, or reproduction to be used for news, web casts, promotional purposes, telecasts, advertising, inclusion on websites, social media, or any other purpose by OEF and its affiliates and representatives. Please contact OEF for additional information.
- 40. COI AND CITY BUSINESS LICENSE:** Exhibitor agrees to provide required proof of insurance and Springfield City Business License.

