

2022 MBA Home Building & Remodeling Show

RULES & REGULATIONS

DEFINITIONS

“Show Management” refers to the MBA along with such assistants as shall be specifically designated, are individually and collectively referred to herein as “Show Management.” All actions hereunder by show management shall be considered taken as the representative of, and on behalf of the Metropolitan Builders Association (MBA), and those individuals shall have no personal liability for such actions.

“Exhibitor” refers to any company and/or company’s employee or representative that agrees to the terms of the “Home Building & Remodeling Show Application and contract for Exhibit Space.”

“Home Building & Remodeling Show” will be referred to as the “Show”. “Selling” refers to any retail sales or signing a contract, of any kind, for products or services. The Show decorator, will be referred to as “Decorator.”

APPLICABILITY

These Rules & Regulations are part of your signed Application & Contract. By signing the Home Building & Remodeling Show Exhibit Space Application and Contract, you are agreeing to abide by all Rules & Regulations specified in this document. Monetary fines will be applied if your company, employees, or representatives are in violation of these Rules & Regulations at any time during the show.

MBA shall have full power to interpret and to make or amend these rules from time to time. Wherever these rules and regulations do not cover a situation, Show Management shall have the right to make such rulings as Show Management considers being in the best interest of the Show, and the Exhibitor agrees to accept and abide by such rulings.

All exhibits are subject to the approval of Show Management, and Show Management reserves the right to reject any exhibit, or part thereof, which is not in keeping with character and spirit of these Rules & Regulations.

MBA reserves the right to change the floor plan and/or the Rules & Regulations without notice, if, in its absolute discretion, it deems necessary to do so to provide, in its sole judgment, a more satisfactory, attractive, and successful show.

BOOTH CONSTRUCTION, APPEARANCE & RESTRICTIONS

Each exhibit must comply with and conform to the laws of the State of Wisconsin and ordinances and regulations of the City of West Allis and the Wisconsin State Fair Park.

Booth Dimensions

All booth dimensions, as shown on the official floor plan, are believed to be accurate, but due to structural requirements of the Exposition Center at State Fair Park, there may be slight deviations. Exhibitor understands that there may be exceptions in the size of booths caused by building support devices and Show Management assumes no responsibility for these discrepancies. Under no circumstances shall the exhibit structure or contents of a booth extend beyond the exhibitors assigned space.

Structure

Custom built displays are desirable. All displays should be built about four inches narrower than actual space specifications in order to assure proper fit. Pop-up tents are NOT allowed on the show floor.

Good Neighbor Rules

Any portion of an Exhibitor’s back wall that extends above eight feet (8’) high or any portion of an Exhibitor’s sidewall that exceeds three feet (3’) high and is facing the neighboring Exhibitor must be finished off with a professional appearance. Drapery material will be installed in such areas deemed necessary by Show Management for compliance with the above-mentioned rules. Charges for these materials will be billed to the Exhibitor.

Sidewalls of adjoining booths may carry the background height out to within two feet (2’) of the front line. The front two feet of the space must not have the equipment or display material in it over forty-two inches (42’) in height. This restriction does not apply to end-cap booths that are 10’ x 20’. Any Exhibitors that need to must request a variance to this restriction in writing by October 29, 2021. Along with the written approval from each of the Exhibitors affected by the variance. A penalty will be assessed to Exhibitors without a variance approval. Please contact Show Management with questions regarding your specific booth.

The height restriction for all exhibits or portions therefore, including signs, is eight (8) feet. Variances: 10’ high for booths 10’ x 12’ and smaller, 16’ limit for booths 10’ x 12’ or larger can be purchased from Show Management before the start of the show at a cost of \$100. A penalty of \$250 will be assessed at the show if an Exhibitor is found to be in violation of this restriction. Variances for standard exhibit booths will, at no time, be granted in excess of 16’. Feature Areas on the show floor are held to a separate set of Rules & Regulations per approval by Show Management and the company’s contract with the MBA for such Feature Area.

Removal of Exhibit

Exhibits must remain intact throughout the show and will not be permitted to leave the building at any time after installation until the final closing of the Show, unless special permission in writing is obtained from Show Management. A penalty of \$500 will be assessed at the show if any exhibitor is found removing any part of their exhibit or any display items prior to the close of the show.

Booth Appearance

In the discretion of Show Management, all booths are required to present a professional appearance. Exhibitors are requested at all times to cooperate with Show Management by maintaining their exhibits throughout the show in perfect condition. Exhibitors shall, at their own expense, keep their booth space clean and in good order. All exhibits must be ready for display by the opening of Show each day.

Exhibitors must comply with all facility restrictions set forth by the Exposition Center at Wisconsin State Fair Park. Exhibitors may not mark, damage, or deface any part of the building or other property belonging to the Exposition Center at Wisconsin State Fair Park. Any such damage shall be paid for in full by the exhibitor.

All exposed floor area contained within the booth must be covered with carpet or other appropriate floor covering.

Subletting Exhibit Space

No Exhibitor shall assign, sublet, trade, or apportion the whole or any part of the space allotted to that Exhibitor. Exhibitor is limited to the promotion or showcasing of products or services manufactured or sold by the exhibitor in the regular course of their business. Products and services that are not part of the Exhibitor's core business activities are prohibited from being displayed, represented, promoted, or sold in the Exhibitor's space. Only literature solely representing the Exhibitor may be distributed.

Exhibitors who wish to have adjoining booth spaces must submit individual Exhibitor contracts with the appropriate information completed and all companies involved must submit their contracts together. Subject to available floor space and MBA approval.

EXHIBITORS, PRODUCTS & SERVICES

Exhibit Staffing – Each exhibit must be staffed during all hours that the Show is open to the public. If your booth is unstaffed, it will be dismantled by Show Management, or its agent, at your expense.

Exhibitors must be members of the MBA or national companies associated with NAHB. Individuals staffing the booth are required to be employees of the respective MBA/NAHB-member.

Individuals, who are acting as distributors for non-members of the MBA, are prohibited from participation in this Show.

Selling of Products & Services

Retail selling of products on a carry out basis is not permitted unless previously approved by Show Management and the facility (example – Market Place vendors). Exhibitors shall be personally liable for the timely payout of any sales taxes or other taxes relating to their participation in the Show and Show Management and the MBA shall have no liability whatsoever for any such taxes.

Products which are not part of the Exhibitor's normal scope of business activity may be used to accessorize a booth as long as those products are not marketed or sold from the exhibit and as long as there is no signage or additional information about the products at the booth.

It is the intent of the MBA and understood by the Exhibitor that only products and services that are pertinent to the field of home buying, remodeling, interior design, furnishing, landscaping, home improvement or that in the opinion of Show Management are related to residential homes, shall be displayed, demonstrated, and explained.

Interfering with another Exhibitor's opportunity to conduct business while at the Show is strictly prohibited. Strolling entertainment or moving advertisements outside of exhibit space is not permitted. Exhibitors may not use game tables or offer consumers a chance to participate in special promotions unless all participants are within the Exhibitor's booth space.

Show Management cannot guarantee that a company exhibiting similar products or a company's competitor will not be located in a nearby or adjoining booth space.

SIGNAGE

All booths must include professionally produced signage. Any Exhibitor having signs, which is the sole opinion of Show Management, look unprofessional or detract from the overall dignity and refinement of the Show, shall remove said signs from the booth.

*All signage must fit within the confines of the booth footprint.

*Feather signs cannot extend beyond the 8' height restriction and may not extend into the aisle.

Exhibitor space 20' x 20' or greater may have multi-sided signage hung from the ceiling of the facility at the Exhibitor's expense. Facility labor costs apply.

Signage that exceeds the 8-ft height restriction will need a height variance approval including signs hung from the ceiling. Variance will be granted at the sole discretion of Show Management.

SOUND CONTROL

The use of any personal microphone or voice amplification device is not permitted. The noise level from all exhibits must not be spread beyond the immediate area of the display and may not surpass a conversational level. Noise levels may not interfere with neighboring Exhibitors' ability to conduct business.

Any live performances (music, dancing, etc.) shall be submitted one month in advance to Show Management for approval. All live music performances and all used or recorded music (such as records, tapes, compact discs, video tapes with either features of background music) must be licensed by the American Society of Composers Authors and Publishers (ASCAP), Broadcast Music, Inc (BMI) and any other agency responsible for licensing the music so performed. This signed contact will serve as notice to said Exhibitor that the MBA is not and will not be held responsible for any fees or actions taken by ASCAP, BMI or any other rightful owner, in conjunction with music played by said Exhibitor and further indemnifies and holds MBA, its officers and employees, harmless from any and all claims that may arise in connection with music played by said Exhibitor at the show.

MARKETING & PROMOTIONAL LIMITATIONS.

Printed advertising, souvenirs, and other types of promotional items may be distributed by Exhibitors from their own space only.

Literature promoting a business relationship with another Show Exhibitor is permitted with prior written approval of Show Management. Literature promoting business relationships with non-exhibitors is strictly prohibited. Any materials that are of an objectionable, undignified, or inappropriate character in the opinion of Show Management will not be permitted.

All souvenirs and promotional items are subject to the approval of the Show Management. Such items shall not be of the noisemaking variety. The distribution of popcorn or other food and drink will not be permitted. Sample items must be approved by Show Management prior to the show. Balloons of any type or design are prohibited. All drawings or other contests shall comply with all applicable laws and are subject to the approval of Show Management one week prior to the Show. Show Management reserves the right to prohibit participants from handing out materials at any time at our discretion.

Distribution from booth to booth or in the aisles is forbidden and Exhibitors must confine their exhibit activities to the space for which they have contracted. No passing out of literature to Exhibitors without prior approval will be allowed.

COMBUSTIBLE & DANGEROUS MATERIALS

Combustible oils, gases or other dangerous materials may, at no time, be used as part of the exhibit. All flammable material must be fireproofed. No materials may be used or stored in the exhibition hall, which, in the sole opinion of Show Management, could be potentially dangerous. Exhibitors must comply with the regulations of the City of West Allis Fire Department. (In addition, all enclosed booths must have a #10 ABC fire extinguisher)

GASOLINE OR DIESEL-POWERED VEHICLES

Gasoline or diesel-powered vehicles on display require a vehicle display permit obtained five days in advance of the show move-in from the West Allis Building Inspection Department (414-302-8402). These vehicles include, but are not limited to, automobiles, recreation vehicles, lawn mowers and power equipment. The fuel supply in tank is limited to five gallons per vehicle. If excess fuel must be drained from the vehicle, it must be drained outside of the building. Vehicles and equipment requiring operation to move may be operated only when the public is not in the building. The battery terminals and disconnected cables must be electrically insulated (taped). The fuel caps must be a "lock type" or taped. The throttle linkage to the carburetor must be disconnected or the accelerator must be blocked so that it cannot be depressed. When the display/exhibit is not attended it must be locked. A protective covering under the vehicle is required on carpeted surfaces.

One approved hand-held fire extinguisher of at least a minimum 2A10BC rating must be located within 75 feet of any displayed vehicle. "No Smoking" signs must be posted in this area. The above regulations are required under the City of West Allis fire code. Exhibitors must verify and comply with all requirements at the time of the show.

It is the responsibility of the Exhibitor displaying a vehicle(s) to coordinate with State Fair Park's safety officers to make sure all requirements have been met prior to the show opening. Policies and regulations are subject to change.

SERVICE

A service letter will be issued to all Exhibitors covering the official electrician services of the exhibition hall, labor, decorating, sign making, furniture for rental, carpeting for rent, water, drains, cartage, uncrating, erecting, dismantling, and re-crating of heavy machinery. Exhibitors will be billed directly for these services. Such services are not provided by the MBA.

FREIGHT HANDLING JURISDICTION

The decorator has the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage docks. Exhibitors may hand-carry their own materials into the Exhibit Hall. Any materials that arrive via a common carrier (this includes local delivery services) must be handled by the decorator and are subject to material handling fees. The use of forklifts and other mechanical equipment is not permitted by Exhibitors. Access to the loading docks will be controlled by Show Management in conjunction with the decorator and Expo Center Public Safety in order to provide for a safe and efficient move-in and move-out. The decorator will not be responsible, however, for any materials they do not handle.