



PROSPECTUS

DISPLAY RULES & REGULATIONS

September 22 • NRG Center • Hall A

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www.haaexpo.org



Expo Prospectus

The Houston Apartment Association’s Education Conference & Expo – the largest local apartment association expo in the nation – is the premier showcase for your company’s products and services.

More than 2,200 participants representing over 660,000 units are expected at this year’s one-day-only event, which is set for **September 22** at the **NRG Center, Exhibit Hall A**. Show hours are from **1 p.m. to 6 p.m.** with **attendee shifts** from **1 p.m. to 3 p.m.** and **3 p.m. to 6 p.m.**

The exhibition and educational seminars will give owners and management company personnel an up-to-date look at the state of the industry, new trends and the exciting products and services available.

This prospectus includes rules for exhibits and other general information. If you have questions, call HAA at **713-595-0316**. We look forward to your participation.

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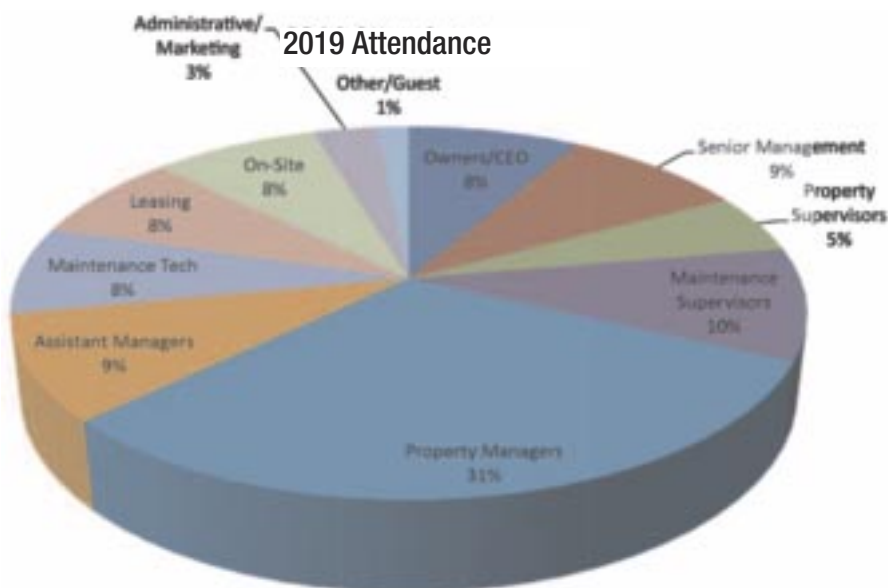
Why Exhibit at the Houston Apartment Association Education Conference & Expo?

Target the multifamily market: The largest local association expo in the nation attracts over 2,000 multifamily professionals from greater Houston and the surrounding area. One full day is dedicated to displaying your products and services to your key audience.

Exceptional traffic: Timely education sessions attract over 300 seminar attendees every year. Crowd drawing prizes, meals and snacks are hosted at the HAA Expo. Exhibitors are recognized on the conference website, and other marketing materials.

Attendance List: An attendance list of all attendees will be provided to all exhibitors after the show as part of your exhibitor package.

299 spaces and more than 250 exhibitors. Exhibit space sells out in advance every year.



Information, Rules, Regulations, Terms and Conditions

1 Application for Space: Applications for space must be submitted using the Exhibitor Contract provided by the Houston Apartment Association. Contact Amanda Sherbondy at 713-595-0316 or e-mail suppsrv@haaonline.org. **To keep in character of the exhibition, only product and/or service companies are permitted to exhibit in the show.**

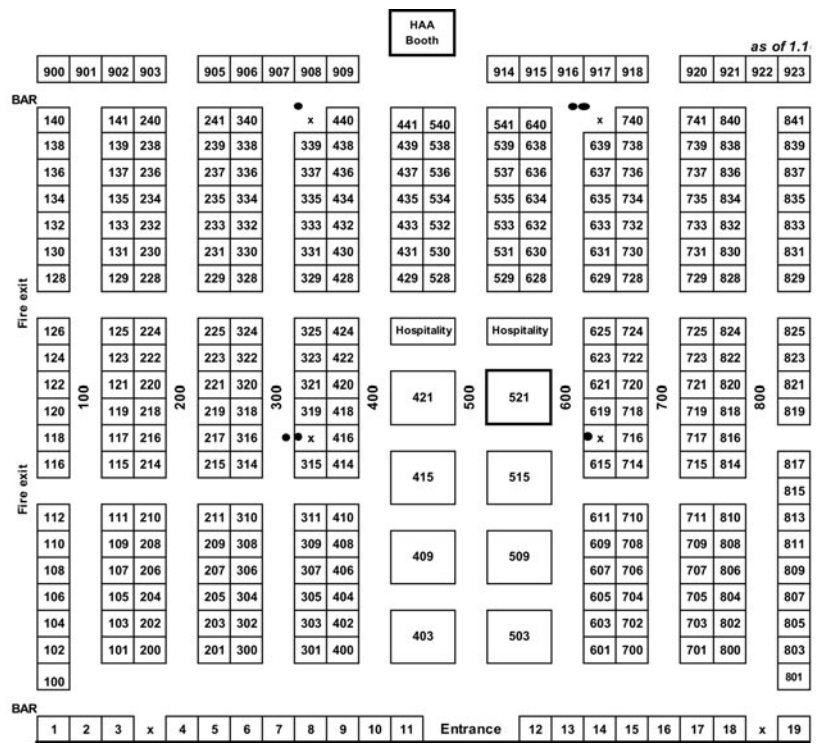
2 Assignment of Space: Exhibit space is assigned by first right of refusal during the previous year's show. Space is available on a first-come, first-served basis. Please note all booth preferences are considered, but not guaranteed. Exhibitor must select up to three booth space choices. HAA staff will alert you if you select a booth space near a competitor. HAA reserves the right to deny a booth choice based on the proximity of the location to a competing company, to keep within the integrity of the show. The contract is not binding until it is approved by an authorized representative of the HAA staff.

3 Payment and Refund/Cancellation: Applications received without deposits will not be processed, nor will space assignments be made. **Deposits are non-refundable.** Exhibitors must follow payment schedule as outlined in this prospectus or they may be cancelled. Exhibitors must be current with payments to HAA in all areas of services prior to move-in.

Cancellation requests must be in writing. If written notification of cancellation is received by HAA 90 days prior to the show, a refund less the deposit will be made. If written notification is received by HAA 60 days prior to the show, 50 percent of the booth rental price less the deposit will be refunded. *No refunds will be made within 30 days prior to the show.* All outstanding balances must be **paid in full** by August 22. HAA reserves the right to resell any booth space remaining unpaid after this deadline.

4 General Restrictions: HAA reserves the right without recourse to absolutely control or prohibit any part of any exhibit that in its opinion is not suitable or in keeping with the character of the exhibition. This concerns persons, things, conduct, printed matter, souvenirs, catalogs, etc.

Aisle space may not be used for exhibition purposes, mechanical or moving robots, displays or signs for solicitation of business. Distribution of cards, circulars, samples or exhibition material is expressly forbidden in areas outside of the exhibit booth. Sponsors of the event may have exceptions approved by show management.



5 Who May Attend: This event is open to all owner/management personnel. No one under the age of 16 will be allowed in the show area. Non-exhibiting supplier members are prohibited from entering the exhibition hall.

a. Solicitation by Non-Exhibitors: Companies and representatives of companies not assigned exhibit space are prohibited from entering the exhibition hall. Violators will be promptly removed from the hall.

6 Booth Regulations:

a. Exhibitor Badges: Each 10' by 10' booth is allowed **three** representatives in the exhibition hall at one time; 10' X 20' booths **6**; 10' X 30' – **9**; and 20' X 20' – **12**.

HAA Member Payment Schedule

Standard 10' X 10':	Deposit: \$150. Early Payment: Paid in full by 7/22/21 = \$1,015
Adjacent to Islands 10' X 10' spaces:	Deposit: \$150. Early Payment: Paid in full by 7/22/21 = \$1,065
Corner/End Aisle 10' X 10':	Deposit: \$175. Early Payment: Paid in full by 7/22/21 = \$1,155
Island 20' X 20':	Deposit: \$750. Early Payment: Paid in full by 7/22/21 = \$3,400
Additional 10' X 10' spaces:	Deposit: \$150. Early Payment: Paid in full by 7/22/21 = \$985

Booth rate will increase \$50 if paid after 7/22/21

Final Payment Deadline is August 22

*Non-member rates additional 40%. *Deposits are non-refundable.

Attention Exhibitors:

Booth layouts with *any* specifications outside of the listed parameters must be submitted for approval to the Expo Exhibitor Committee and the Houston Apartment Association 30 days prior to the show date. Booths without pre-approval will be required to alter the offending dimensions to fit these rules on site.

***HAA reserves the right to discontinue a contest if traffic impedes aisles or interferes with other exhibitor booth display.**

Do not place demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd.

b. Sales, Delivery and Order Taking: No sales or delivery of past sales are permitted at the Expo. Orders may be taken for future delivery. Any exhibitor violating this rule may be barred from participation in this and future meetings. This will be strictly enforced.

c. Subletting of Space: No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, nor exhibit therein, any products or services other than those sold or provided by the exhibitor in the regular course of his business, nor permit any representative of any company not exhibiting to solicit business in this space. Only one company per booth space is permitted. Separate companies cannot purchase one booth space. Literature from non-exhibiting companies is not permitted.

d. Manufacturer Representatives are eligible to work for the exhibitor they sell to providing the manufacturer representative does not sell directly to the apartment industry. The manufacturer representative's name badge is included as part of that exhibitor's badge limits.

e. Contests and Drawings: All contests or drawings sponsored by exhibitors shall be carried out independently of HAA and the exhibitors will at all times make it clear to participants that such contests or drawings are not associated with HAA. The exhibitor will indemnify and hold harmless HAA from any liability, matter, cause or thing arising out of any contest or drawing sponsored by such exhibitor. No alcoholic prizes allowed in accordance with Aramark contract. HAA does not announce winners of exhibitor-sponsored contests or drawings over the exhibit hall PA system. Exhibitors can contact ABODE magazine to publish names of contest or drawing winners. E-mail results to comm@haaonline.org.

f. Distribution of Door Prizes, Samples, Souvenirs, Food and Beverages: All food and beverages/liquids distributed by the exhibitor must be purchased through the exhibit hall food service contractor. Distribution of these items are permitted provided: (1) there is no interference with adjoining exhibitors; (2) it is conducted in a dignified manner; and (3) it does not present any health or safety risks. Yardsticks, canes and other large objects are discouraged.

g. No fog machines, strobe lights or scented machines allowed. Helium-filled balloons and gummed stickers are not allowed in the exhibit hall.

h. Audiovisual Equipment: No loudspeakers, audio and/or video systems, sound movies or megaphones that interfere with adjoining exhibits will be permitted in the exhibition hall. Videos must be so located as not to interfere with other exhibitors or aisle space. Operation of projection equipment is subject to hall regulations. Blinking lights are not permitted.

i. Fire Regulations: Materials used in all parts of

the exhibit construction such as muslin, velvet, silkscreen or any other cloth decoration is subject to fire marshal approval. The fire marshal will examine all exhibits and test construction and decorative material prior to the opening of the exhibit.

Combustible material such as crêpe paper, tissue paper, cardboard or corrugated board or paper used on or about the construction of any exhibit is subject to fire marshal approval. All packing containers, excelsior and wrapping paper are to be removed from the hall and must not be stored under tables or behind displays. All materials and fluids that are flammable must be approved by the fire marshal prior to show day.

Open flames, butane gas, oxygen tanks, etc., are not permitted.

j. Care of Building: Affixing signs, banners, etc. to any part of the exhibit hall will not be permitted. Any damage to the exhibit hall property through carelessness of exhibitors or their employees or agents must be paid for by the exhibitor causing such damage.

k. Display Vehicles: No gas-powered display vehicles are allowed in the show hall.

l. Floor Marshall: HAA will appoint Expo Committee members to help enforce show rules and regulations. Verbal or written warnings from the floor marshall will be considered warnings from show management.

7 Arrangement of Display: Standard 10' x 10' Booths in the body of the show can not have a sign or specially-built equipment that extends above the official 8 feet booth height. Material in the front 5 feet of the booth may not exceed 4 feet in height. The back 5 feet of a standard 10' x 10' booth may extend to the 8 feet height and must have finished sides. Refer to booth specifications.

10' x 20' and Combinations of 10' Booths are to follow the regulations for standard booths if they are located in the body of the show. Refer to booth specifications.

Side Walls and Back Wall Booths are not required to stay within the 8 feet height restriction, however, if any part of the exhibit is 10 feet in height or more, a drawing of the proposed exhibit must be submitted to Show Management, Houston Apartment Association, 4810 Westway Park Blvd., Houston, Texas 77041, 60 days prior to show date. Exhibitor will be notified in writing on the acceptance or rejection of the exhibit submitted.

• Submission of plans for approval is to insure structural integrity and a safe environment for exhibitors and attendees.

20' x 20' Island booths (exposed on all four sides) may request a 36 inch corner drape from the decorating contractor. If any part of the exhibit is 16 feet in height

or more, a drawing of the proposed exhibit must be submitted to Supplier Services, Houston Apartment Association, 4810 Westway Park Blvd., Houston, Texas 77041, 60 days prior to show date. Exhibitor will be notified in writing of the acceptance or rejection of the exhibit submitted. Exhibitors in 20' x 20' booths may have a hanging sign that is 20 feet above the floor (measured from the floor to the bottom of the sign) *if* the sign is hung from the rafters by the event decorating company at the exhibitor's expense.

- Submission of plans for approval is to ensure structural integrity and a safe environment for exhibitors and attendees.

All Booths:

- Any display that uses soil, humus or other landscaping-type materials must have protective coating such as plastic or similar strength material to protect the floor and must set up the day prior to the show.

- Any booth or combination of booths that do not comply with the prospectus may be asked to make adjustments to their booth on-site and will not be included in the judging for Best Booth.

- Rules will be enforced in fairness to all exhibiting companies.

8 Booth Equipment and Furnishings: The standard booth furnished by HAA will consist of a drapery back wall and side rail drapery. The back wall will be 8 feet high; the side rails, 8 feet high. Carpet is not provided in exhibit spaces. A 6' x 30" skirted table and waste basket will be provided.

9 Furniture and Electrical Service: Furniture and flooring may be supplied by the exhibitor or ordered from the decorating contractor, at the exhibitor's expense. Electrical service is ordered through the designated contractor, at the exhibitor's expense.

10 Booth Marker: One 7" x 44" sign is provided from the decorating contractor. Sign order form is included in kit from decorating contractor.

11 Move-in and Setup: **Move-in:** Tuesday, September 21, 3 p.m. to 7 p.m. and Wednesday, September 22, 8 a.m. to 11 a.m. **Large freight doors will not be open Wednesday. Hand-carried items only.**

Setup: All booths must be set up by noon, Wednesday, September 22. All exhibitors in the exhibit hall after 10 a.m. will be required to wear an exhibitor name badge. **The Expo opens to attendees at 1 p.m., Wednesday, September 22. The show closes at 6 p.m. Absolutely no breakdown before 6 p.m.**

12 Move-out: Move-out is 6 p.m. to 9 p.m. Wednesday, September 22; 8 a.m. to 11 a.m. Thursday, September 23.

- Exhibitors will not be allowed to dismantle any part of their booths until the show is officially closed. Failure to comply with this requirement could make the offending exhibitors ineligible to participate in future shows.

13 Courtesy Guard: Guard service will be supplied by HAA, but neither HAA, nor the owners or operators of the exhibit hall, nor any of their respective agents are guaranteeing or assuring exhibitors against any loss, damage, theft or destruction to the property of the agents/exhibitors, exhibitor employees or guests.

14 Liability and Indemnification: By occupying the exhibit space (whether or not this obligation is included in any other printed or written contract), each exhibitor agrees to protect, save, and hold the HAA and employees, and agents thereof, hereafter collectively called indemnities, forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor.

Further, exhibitor shall at all times protect, indemnify, save, and hold harmless against and from any and all losses, costs (including attorney's fees), damage, liability, or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees and business guests that arises from or out of or by reason of said exhibitor occupancy and use of the exhibition premises or part thereof.

Uncontrollable Eventualities: HAA intends to take every reasonable precaution in an effort to protect against damage or loss due to fire, theft and certain other casualties or emergencies, but HAA is not insuring or otherwise protecting any exhibitor against any such loss. The exhibitor is responsible for all such matters.

**ATTENTION EXHIBITORS:
companies cannot schedule
and promote private events for
members, attendees or exhibitors
until after Expo show hours!**

15 Registration: Each person attending the event will be required to register onsite and wear an appropriate identification badge. Badges may be picked up at Exhibitor Check-in beginning at 3 p.m., Tuesday, September 21. There is no need to preregister. Badge requests will be sent out in the exhibitor kit.

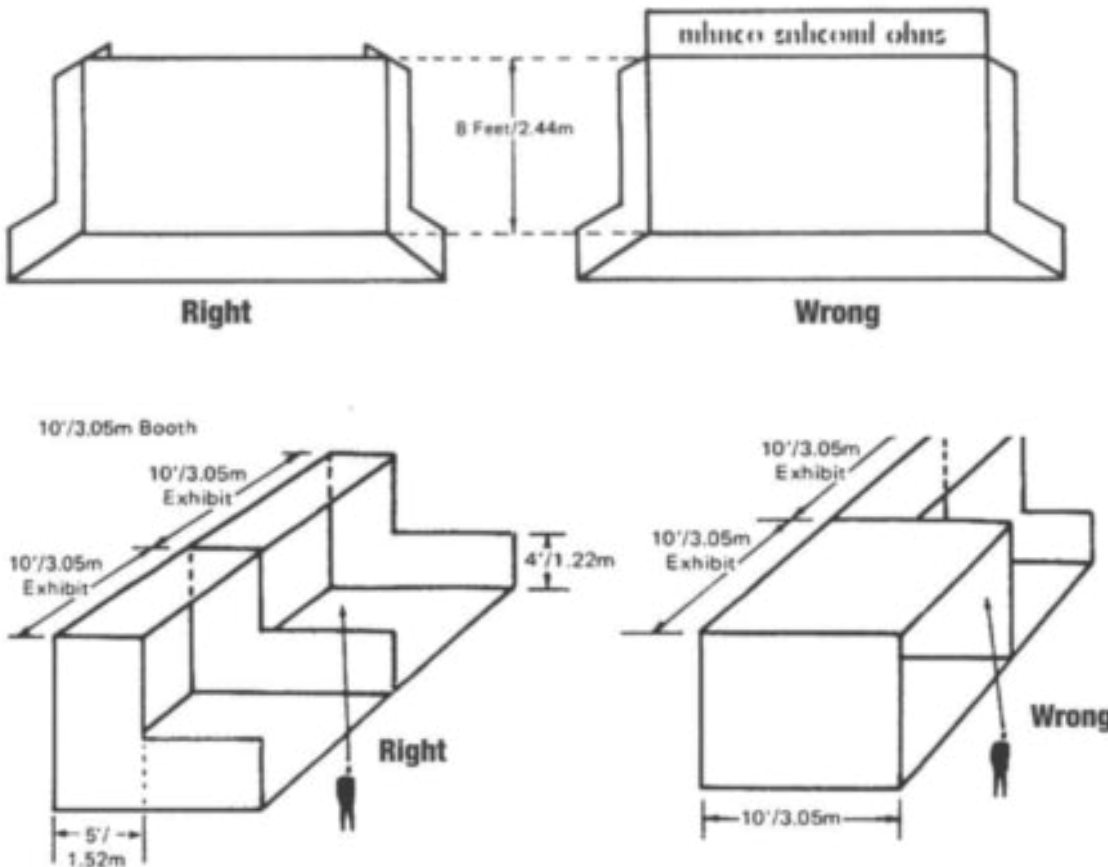
Anyone who permits an ineligible person to register as an exhibitor may be barred from participation in this and future meetings.

16 Parking: One day parking passes for in and out parking are available through the NRG Park website. Inquire with supplier services for log in information or see the parking section of the NRG Park website at www.reliantpark.boomercommerce.com.

For move-in: 15 minute loading and unloading at Dock C behind the NRG Center entrance at Gate 12.

Regular parking: Take Kirby Drive to North Kirby Red Lot between LaConcha and McNee/NRG Parkway (Enter Gates 10 or 11). The parking rate at the gate will vary from \$12 to \$15 **CASH ONLY** and may not allow in and out access. Parking passes may be purchased directly from NRG Park that allow for in and out access.

17 Shipping Instructions: Shipping instructions will be included in the exhibitor service kit you will receive from Shepard Exposition Services or visit shepardes.com



All standard booths will be confined to a maximum height of 8 feet. Any portion of an exhibit extending above the 8-foot-high draped booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

Of Special Note

These regulations are to be construed as a part of all space contracts. The management reserves the right to interpret them as well as to make final decisions on all points the regulations do not cover.

Advertising and Promotional Information

18 Circulation: ABODE Magazine. ABODE is mailed to all HAA members and member properties in good standing and additional copies are given away at the Expo. As HAA's official publication, ABODE has a circulation of approximately 4,900 and is designed to serve the multifamily housing industry in Austin, Brazoria, Chambers, Colorado, Fort Bend, Harris, Liberty, Matagorda, Montgomery, San Jacinto, Waller and Wharton counties.

19 Features Supplier Contest: Additional promotions and booth traffic are available to featured suppliers participating in the cash giveaway. **To become a featured supplier, a full page, full-color or larger advertising space must be purchased for the September ABODE Education Conference & Expo issue by August 1. Space is limited.** Standard advertising rates are in effect. Contact Amanda Sherbondy at 713-595-0316 or e-mail asherbondy@haaonline.org for more information.

20 Advertising Space: Available in the May ABODE, which serves as the Education Conference & Expo program. Exhibitors may wish to increase their booth traffic by advertising in ABODE.

Mechanical sizes and requirements are available by contacting the HAA Supplier Services Department.

Limited space available.



One-time ABODE Advertising Rates for HAA Members

Pricing for one-time insertion in September only:

Ad Size	Full Color
*Full Page	\$1,330

Additional insertions and preferred positions are available, call for pricing.

**Qualifying for traffic-generating Featured Supplier in the May Issue.*
Advertising deadline is August 1.
Materials due August 10.
Non-member rates upon request.