



GREAT LAKES DESIGN AND CONSTRUCTION EXPO

SHOW HOURS:

FEBRUARY 14, 2024 - 9:00 A.M. - 4:00 P.M.

WHO WILL ATTEND

CONTRACTORS & SUPPLIERS:

Construction contractors and suppliers from every trade.

OWNERS/USERS:

Anyone responsible for buying/renting construction equipment, products or services: Purchasing Agents, Superintendents, Property Managers, Facilities & Maintenance Managers, Plant Engineers & Managers, Corporate Building Heads, Real Estate Developers, Government Authorities, Utility & Institutional Buyers, Building & Grounds Supervisors, etc.

DESIGNERS:

Architects, Engineers and Specifications Writers.

ATTENDANCE PROMOTION

Promotional brochures and tickets will be distributed to design and construction industry professionals throughout the state of Michigan and the Midwest region. CAM and HBA both have a strong online presence - the Expo will be highlighted prominently on both the CAM and HBA websites, featured in their email blasts to thousands of subscribers, and promoted heavily on all the main social media platforms. Advertising spots will be secured not only in CAM Magazine and HBA's Michigan Builder magazine, but in regional trade publications, association newsletters, online calendars, and radio stations. Custom electronic tickets will be available for every exhibitor for distribution to prospects, associates and customers.

**RESERVE YOUR SPACE
CALL HBA TODAY!
(248) 202-7300**

www.miconstructionexpo.com

PRESENTED BY



EXHIBITOR INFORMATION:

BOOTH RESERVATIONS

A 50% deposit is due upon reservation to confirm your space. Final payment is due 60 days prior to the show.

BOOTH DESCRIPTION

Each booth is 10 x 10 with an 8' backdrape and 3' sidedrapes. Each exhibitor receives an 8' skirted table, 2 chairs, wastebasket & 7" x 44" identification sign. Additional furnishings, carpet, electricity, freight, labor or special equipment can be ordered directly from the official service contractor.

EXHIBIT SET-UP

Move-in will be accomplished through a targeted schedule determined before the show.

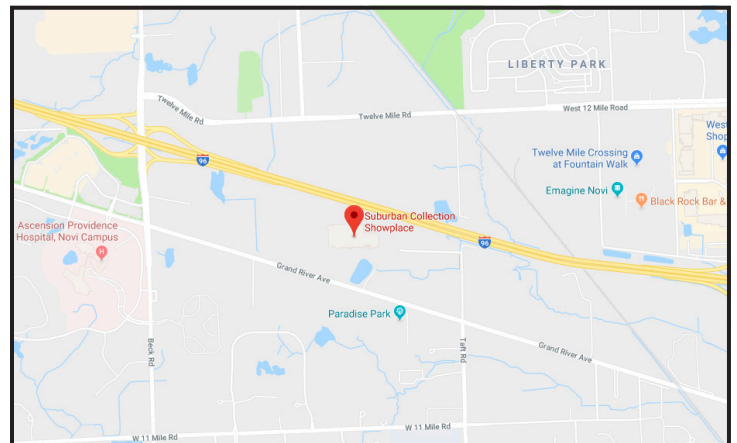
DISMANTLING EXHIBITS

Dismantling of exhibits is not to begin until the show ends at 4:00 p.m. on Wednesday, February 15th. All exhibits must be removed on that day.

HOTEL/ACCOMMODATIONS

Hyatt Place Detroit/Novi
46080 Grand River Ave. • Novi, MI 48374
Ph: 1-800-233-1234

Reservation deadline is January 15, 2024.



46100 GRAND RIVER AVE., NOVI, MI 48374

Contact:

**Brian Starrs: BrianS@Builders.org
248-202-7300**

**SUBURBAN COLLECTION
SHOWPLACE**

STEP 1: EXHIBITOR INFORMATION

Organization Name		Submitted Date	
Booth Coordinator Name	Booth Coordinator Phone	Booth Coordinator Email	
Address		City, State	ZIP
Website	Company Phone		

STEP 2: BOOTH SELECTION

Booth Size	Member Rate
10x10	\$900
20x10	\$1800
30x10	\$2300
40x10	\$2800
50x10	\$3100
20x20 Island	\$2800
30x20 Island	\$3800
50x20 Island	\$6000

2024 BOOTH PREFERENCE	
Booth Size	
Booth Rate ADD \$50 per exposed corner ADD \$400 for non-member rate	
Booth choice in order of preference:	
1)	2) 3)

EXPO OFFICE USE ONLY	
Assigned Booth	
Deposit Paid	
Processed By	
Balance Due	

Booth cost includes listing on the EXPO website, printed in the January issue of CAM Magazine, printed on the floor plan of the Show Directory, one 8' skirted table, two chairs, and a wastebasket. Carpet, electrical, and Wi-Fi access may be purchased from the venue. Lead retrieval scanner will be available for rent at the show. Sponsorship opportunities and display advertising in the show program are available. Read full contract terms for additional information.

STEP 3: PRINTED PROGRAM / EXHIBITOR LISTING INFORMATION

Information for the EXPO regarding products you intend to exhibit will be taken from this application. Please complete below. Product or service description should be 40 words or less and may be edited by EXPO staff. The deadline to appear in the January issue of CAM Magazine is December 2, 2023. The deadline to appear on the floor plan in the Show Program is January 13, 2024.

Company Name	Website
Company Contact Name	Company Contact Email
Products on Display	

Homebuilders Association of Southeastern Michigan Booth 315 Builders.org Forrest Wall ForrestW@builders.org Home Builders Association (HBA) includes the people and companies who build and supply new homes for the families of Southeastern Michigan and metropolitan Detroit. residential construction industry.

STEP 4: ADVERTISING AND SPONSORSHIP

Sponsor levels include exhibit booth and discount on display advertising. Refer to full listing of sponsor benefits for additional information.			
<input type="checkbox"/> Platinum Sponsor - \$15,000	<input type="checkbox"/> Gold Sponsor - \$10,000	<input type="checkbox"/> Silver Sponsor - \$5,000	<input type="checkbox"/> Bronze Sponsor - \$2,500
Show Program Ad Rates			
<input type="checkbox"/> 1/3 page ad – \$200	<input type="checkbox"/> 1/2 page ad – \$300	<input type="checkbox"/> Full page ad – \$500	<input type="checkbox"/> Full Page ad with bleed – \$500
Raffle Drawing			
To help encourage attendee presence in the exhibit hall and at the booths, the EXPO is offering to promote a prize drawing for no additional charge. Prize drawing is scheduled to begin at 2pm. Participating vendors must indicate whether they are planning to participate and provide a description of the item they wish to donate by 1/13/24. Minimum value of the item to be awarded is \$50.			<input type="checkbox"/> Yes, we will provide raffle item <input type="checkbox"/> No, we will not provide raffle item

STEP 5: SHOW RULES & REGULATIONS

Standard booth background and side rails, decorated with background drape and uniform ID signs are provided without charge. Each booth package includes one (1) 8' skirted table, two (2) chairs, and one (1) wastebasket. Exhibitors will provide all other furnishings, equipment, facilities, etc., at their own expense and responsibility. They must be obtained through the official suppliers. Standard booth backgrounds are eight feet in height, and divider rails are three feet in height. In the area five feet forward from the rear background of each booth, display materials may be placed up to a height not exceeding eight feet from the building floor. If any portion of the booth beyond five feet from the rear background of the booth, all parts of the exhibit shall be placed not to exceed the height of four feet. No exhibit shall be allowed to obstruct clear vision to other booths in the same line or adjacent lines unless it is an island display, having four corners on four sides. In the case of island booths, if a solid wall is to be part of the display, or any free-standing unit above eight (8') feet high, or any multi-level construction above eight (8') feet high, a booth rendering must be submitted to Show Management for approval by January 13, 2024. Exhibits not conforming to these specifications or which in design, operation, or otherwise, are objectionable in the opinion of the management will be prohibited. All demonstrations and exhibits must be confined to the exhibit booths.

Advertised closing time for the EXPO is 4:00 pm on Wednesday, February 14, 2024. No dismantling or removal of booths is permitted prior to the official announced closing time on the final day of the Show. There are no exceptions to this rule. Hand trucks or carts may not be on the show floor while consumers are still in aisles. Guards at the doors will not permit booth material to exit prior to closing time. **Exhibitors who break down early may be banned from future shows.**

Assignment of exhibitor space is within the sole discretion of Show Management, which reserves the right to alter the location of booths if deemed in the best interests of the overall exposition.

Subletting of contracted exhibit space is NOT permitted. Special arrangements must be made in advance for two or more firms sharing the same exhibit space.

Loudspeakers, radios, television sets, or the operation of any equipment which is of sufficient volume to interfere with the business of neighboring exhibitors will not be permitted.

Dispensing of refreshments of any kind requires prior written consent of Show Management. Exhibit facilities have dedicated caterers who have the exclusive right to dispense food and beverages.

Exhibitor is required to have the exhibit space staffed during all Show hours. Exhibitor personnel may not sell or distribute literature or operate in any space except within the confines of Exhibitor's booth.

Helium-filled balloons are not permitted. Live animals of any type are not permitted within the Show without prior approval of Show Management.

Exhibitors and/or their displays may be photographed by Show Management representatives. Exhibitor agrees such photos are the property of Show Management and may be used for show-related purposes without reimbursement to Exhibitor.

All booth materials must be fireproof and conform to the appropriate municipal Fire Department requirements. No fireworks, open flames, liquefied petroleum gas or flammable liquids are allowed.

Fuel tanks for equipment and vehicles shall be locked and sealed to prevent vapors. Fuel tanks shall not contain in excess of one-eighth their capacity or 5 gallons of fuel, whichever is less. At least one battery cable shall be removed from battery.

Vehicle move-in/out will need to be coordinated/approved by Show Management, venue security, etc.

Show Management reserves the right at any time to prohibit exhibitor conduct, product, or material which it considers contrary to the best interest of the show.

If the Exhibitor or its agents or employees cause any damage to any portion of the Facility, Exhibitor will pay to Show Management such sum as shall be necessary to restore the damaged area.

Exhibitor assumes all risks and responsibilities for accidents, loss, injury, or damages to person or property and agrees to indemnify and hold harmless Show Management and the Facility and their representatives from any and all claims or losses including attorney fees arising from Exhibitor's participation. Exhibitor will furnish a Certificate of comprehensive general liability insurance coverage which will assist in protecting it against all risks assumed or incurred in connection with its exhibit.

If the Show is canceled, opens later than scheduled, or must prematurely close due to fire, weather, or any other cause, the Exhibitor waives any claim for damages or compensation except for the pro-rated return of the amount of the booth rental fee.

During the days the show is open, Facility concessions are in operation. The Exhibit Facility will allow Exhibitors to bring in a bottle of water or single non-alcoholic beverage for their own use only. Also permitted are a sandwich in paper bag or lunchbox-sized cooler. Exhibitors may bring in fast food for one person only. All coolers will be examined at the door. Cases of bottled water are NOT permitted for consumption or display.

STEP 6: APPROVAL & PAYMENT

A 50% deposit per exhibit space must be enclosed to obtain a confirmed booth assignment. 25% of space rental is not refundable 180 days prior to the show. Final payment is due 30 days prior to the show. No refunds after that time. Exhibit booths not fully paid by January 13, 2024, will be reassigned.

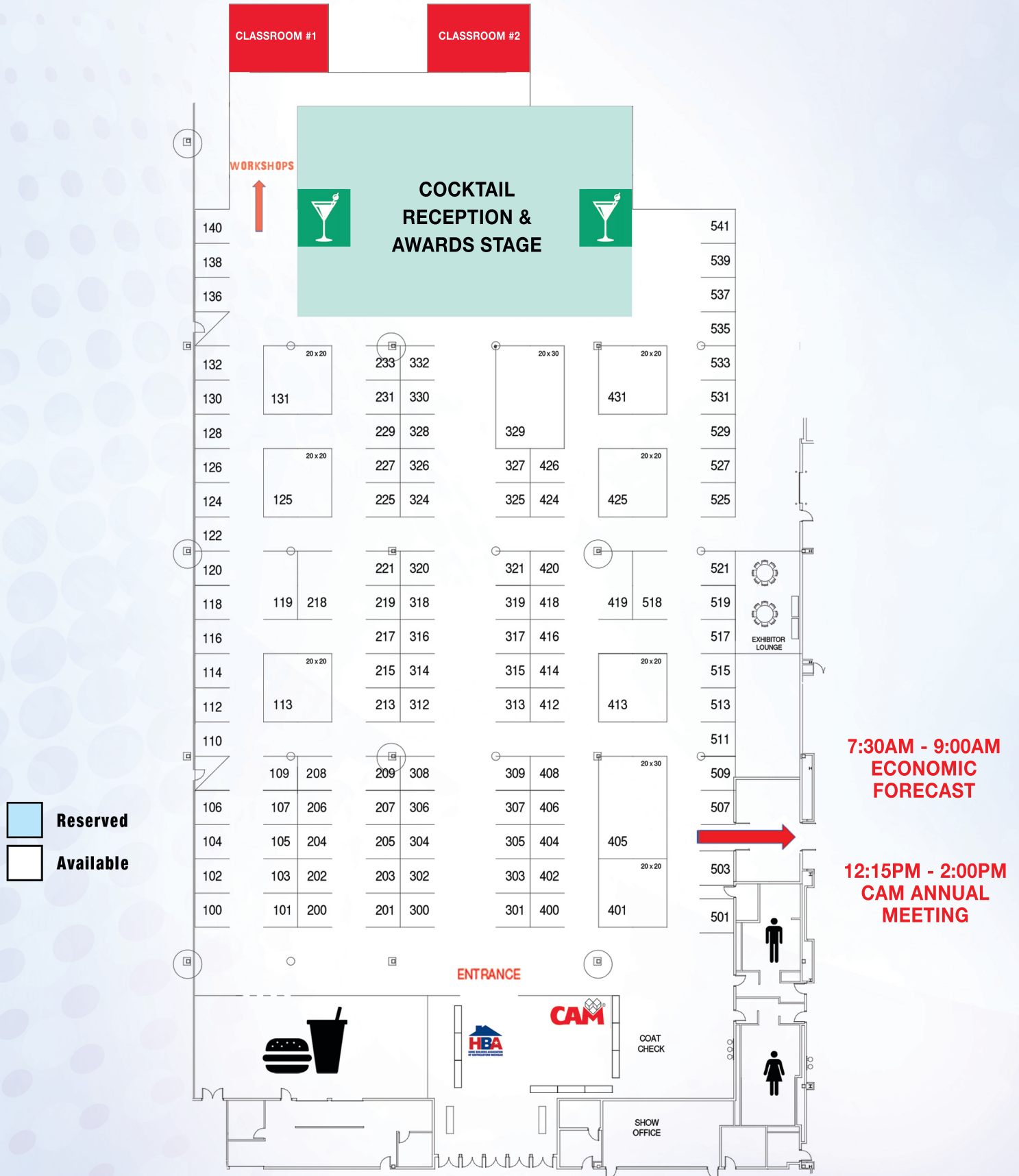
I have read the Rules & Regulations and contract to exhibit in the show as noted on page 1. I am authorized to make payment on behalf of my organization.

Print Name: _____ Signature: _____

Company Name			
Credit Card (Visa, MasterCard, AMEX)	Exp. Date	Initial Amount Authorized	Balance Due
Billing ZIP Code	CVV Code	Name on Card	
Email Receipt to:			

STEP 7: RETURN SIGNED CONTRACT

Attn: **BRIAN STARRS, brians@builders.org**. Make checks payable to the Home Builders Association of Southeastern Michigan and send to 30400 Telegraph Road, Suite 202, Bingham Farms, MI 48025. Questions? Call (248) 202-7300.

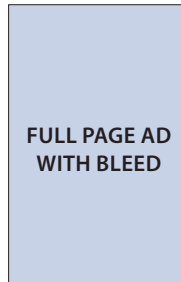
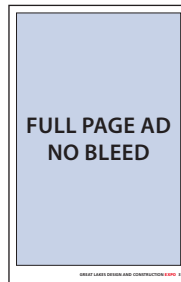
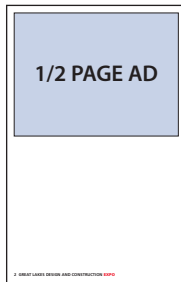
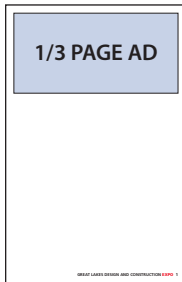




2024
GREAT LAKES
DESIGN AND
CONSTRUCTION
EXPO

EXPO
SHOW PROGRAM
ADVERTISING
SPECIFICATIONS

ADVERTISING SIZES AVAILABLE



SIZE SPECS

1/3 page ad - 5" w x 2.4375" h

1/2 page ad - 5" w x 3.75" h

Full page ad - 5" w x 7.6875" h - no bleed

Full page ad with bleed

5.5" w x 8.5" h - add .125" art to bleed on all sides

(5.75" w x 8.75" h - final art size)

Safe area, all text within 5" w x 8" h

ADVERTISING RATES

1/3 page ad\$200

1/2 page ad\$300

Full page ad\$500

Full page ad with bleed.....\$500

Inside Front Cover.....\$600

Inside Back Cover.....\$600

Outside Back Cover\$700

NAME _____ **COMPANY** _____

BILLING ADDRESS _____ **CITY/STATE/ZIP** _____

PHONE _____ **FAX** _____ **EMAIL** _____

PAYMENT ☐ Enclosed is my check payable to CAM.

☐ Please charge \$ _____ to my ☐ Visa ☐ MasterCard ☐ American Express

Account # _____ Exp _____ CCV _____ Signature _____

AD DEADLINE: JANUARY 13, 2024 – RETURN THIS RESERVATION FORM
BY E-MAIL TO Nancy Rozum: nrozum@sbcglobal.net
or mail to: HBA of SE Michigan: 30400 Telegraph Rd. #202 Bingham Farms, MI 48025
Questions? Call Nancy at 248-360-7113

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www.miconstructionexpo.com



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SPONSORSHIP OPTIONS

SPONSOR BENEFITS	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Exhibit Floor Booth	Premier Location 20x20	20x20	10x20	10x10
Passes to Economic Forecast (Breakfast)	8	6	4	2
Drink Tickets for Cocktail Reception	25	20	15	10
Display Ad in Show Program	Full Page	Half Page	25% discount on published rate	10% discount on published rate
Logo on Cover of Show Program	X	X		
Logo on EXPO Website	X	X	X	X
Recognition & Signage In-Show	X	X	X	X
Special Recognition on EXPO Promo Material	X	X	X	
Recognition on Educational Promo Material	X			X
Promo Item Inserted in Attendee Bags**	X	X	X	
	PLUS Choose one of the following	PLUS Choose one of the following	PLUS Choose one of the following	PLUS Choose one of the following
	Introduce featured speaker at Economic Forecast Create combo package - select 3 items from the Silver Options	Host Networking Reception Host EXPO Lounge Host Headshot Lounge Create combo package - select 2 items from the Silver Options	Attendee Conference Bags** (1 avail) Attendee Badge Lanyards** (1 avail) Parking Sponsor (1 avail) WiFi Sponsor (1 avail) Charging Station Sponsor (2 avail) Bar Sponsor (2 avail) Concession Sponsor (2 avail) Refreshment Station Sponsor (2 avail)	60-Minute Education/Demo Presentation Educational Workshop Sponsor (2) EXPO Floor Decals Aisle Sponsor (5 avail)

**Sponsor is responsible for cost of production of branded items

**RESERVE YOUR SPACE
TODAY!**

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