



Now Accepting Exhibit Space Reservations

The 2010 St. George Area Parade of Homes, presented by Zions Bank & the Southern Utah Home Builders Association, is more than a home show. It is a nationally known, award-winning event hosting thousands of visitors in search of the latest building, decorating, and landscaping trends. Exhibitors continue to participate year after year because of the excellent exposure they receive and the quality contacts they make. Get results and promote your company to thousands of visitors looking for new and innovative products and superior services. **Approximately 26,000 visitors attended the 2009 St. George Area Parade of Homes!**

- ❖ Exhibit in Utah’s premier home show and receive excellent marketing exposure! Exhibitors participate year after year because they receive superior exhibiting results.
- ❖ Display your products and services and reach interested consumers. Exhibitors are located in the garages of each Parade home and thousands of attendees will see your business as they exit each home.
- ❖ By exhibiting you will promote your company, meet one-on-one with attendees and set your company apart from the competition.

Who attends the St. George Area Parade of Homes? Homeowners, Future Homeowners, Home Builders, Business Professionals, Trade Contractors, Realtors, Remodelers, and anyone else who is interested in home building, home improvement and design ideas . . . **That covers just about everyone!**

Exhibit in the 2010 St. George Area Parade of Homes and Get the Results You Expect!

2009 Exhibitors

Advanced Air	Dixie Escalante Electric	Larry’s Pools & Spas	Salisbury Homes
Alpine Gas Fireplaces	Dixie Tubzz	Ledges Development	Shelf Reliance
Alpine Water Tech	Dog Watch of Southern Utah	Legend’s Motorcycle	South Central
American Family Insurance	Drew’s Quality Cabinets	Lilywhite Stone	Communications
Anasazi Stone	Ence Homes	Liv Skinny	Southwest Federal Credit
Aqua Clear Solutions LLC	Enlightspeed	Master Plumbing Systems	Union
Architectural Design & Cabinet	Entrada Realty	McNaughton Fine Art Co.	Southwest Stone
Art Gallery Outlet	Eskco Window & Door	Mister Fog	Spilker & Company Inc.
Ash Creek Builders	Fairweather Mill	Morgan Stanley	Sport Court of Southern Utah
Axiom Financial	Far West Bank	Mountain Alarm	Spring Fresh Water Kinetico
Baja Broadband	Farm Bureau Financial Services	My Utah Vacation Home.com	Stock Building Supply
Beehive Cottages	Gorgeous Garages	OA/Crocodile Kitchens	SunRiver St George
Big City Insulation	G.S. Synthetic Grass	Owell Precast	Sunshade Enclosures, LLC
Boulevard Home Furnishings	Habitat for Humanity	Plant World Nursery	Sunwest Development
Bracken Custom Homes	Hanson Eagle Precast	Portrait Kitchens	Tastefully Simple
Butler Home Products	Home & Yard Pottery	Private Wealth Management	The Spectrum
C. Blake Homes	Interiors by Design	Pure Tech Water	The Sun Card
Cabinetec	Jakes Old House	Quality Truss Systems	Titan Stairs Inc
Century 21 ATR	James Brown Roofing, Inc.	Questar Gas Company	Tree Trans
Classical Glass	Jones Paint & Glass	Raymond Designs	Weather Master Products
Closet Creations	K H Traveller	Red Desert Realty, LC	Westgate Resorts
Cobblestone Creations	Kayenta Homes & Properties	Restorative Woodworks	Winder Farms
Concrete Images	Keystone Construction	Richardson Homes	Windermere Real Estate
Contempo Tile Corp.	KSL5 Television	Rose Concrete Coatings	Southland
Country Wide Home Loans	KV Electric, Inc.	Safe and Sound Systems	Zions Bank
		Sage Home & Garden	

SPONSORS **ZIONS BANK®**

The Contractor's Choice



2010 St. George Area Parade of Homes, February 12-21, 2010

Exhibitor Schedule

Booth Sales Schedule:

November 18-30, 2009

Sales open to Parade Builders, Parade sponsors, and SUHBA members pre-authorized by Parade Builders.

December 1-28, 2009

Sales open to SUHBA members only.

December 28 - February 11, 2010

Sales open to SUHBA members and non-members.

Booth Set-up, Exhibition, & Take-down Schedule:

Booth Set-up*

February 11, 2010	10:00 a.m. to 5:00 p.m.
February 12, 2010	7:00 a.m. to 9:30 a.m.

Parade of Homes Exhibition

February 12-20, 2010	10:00 a.m. to 7:00 p.m. Daily
February 21, 2010	10:00 a.m. to 5:00 p.m.

Booth Take-down*

February 21, 2010	5:00 p.m. to 7:00 p.m.
February 22, 2010	8:00 a.m. to 10:00 a.m.

*No set-up or take-down allowed during regular exhibition hours.

Exhibit Space Pricing

SUHBA Member Pricing

<u>8x8</u>	<u>10x8</u>	<u>12x8</u>	<u>10x10</u>	<u>12x10</u>
\$550	\$690	\$825	\$860	\$1030
\$55 per day	\$69 per day	\$82.50 per day	\$86 per day	\$103 per day

Non-Member Pricing

<u>8x8</u>	<u>10x8</u>	<u>12x8</u>	<u>10x10</u>	<u>12x10</u>
\$725	\$905	\$1085	\$1130	\$1355
\$72.50 per day	\$90.50 per day	\$108.50 per day	\$113 per day	\$135.50 per day

BOOTHS ARE RESERVED FOR ENTIRE 10 DAYS.

Booth price includes side drapes (3' tall) between spaces, two exhibitor badges, and two Parade of Homes tickets. Tables, tablecloths, skirting, chairs and wastebaskets may be rented for an additional fee through the Southern Utah Home Builders Association. You may bring your own tables, chairs, etc, but must be presentable. Additional services such as electricity must be arranged directly with the builder of the Parade Home.

Builders Participating in the 2010 St. George Area Parade of Homes

AJ Construction, Inc.	Hoopes Construction, Inc.	S & S Homes
Bangerter Homes of Southern Utah	Ivory Homes	Salisbury Homes
Brian Geer Development, Inc.	J2 Construction	Senston Homes
Castle Ridge Homes	Jenson Construction	Signature Homes of Utah
Diamond D Homes LLC	KH Traveller Development, Inc.	Split Rock Development
Doug Hunt Construction, Inc.	Keystone Construction & Design, Inc.	Sun Hill Homes
Ence Homes	Pride Homes, Inc.	SunRiver Construction
Freedom Construction, Inc.	Richardson Homes, Inc.	Sunwest Development

Exhibition space sizes and availability vary for each parade home. Please contact Shawna Applegate at (435) 674-1400 ext. 107 or shawna@suhba.com for current availability and garage layouts.

How to Reserve Exhibit Space

To reserve exhibition space, submit a completed Application for Exhibition Space along with payment information by fax, mail, or hand-carry to the Southern Utah Home Builders Association (SUHBA):

• SUHBA Address: 2303 N. Coral Canyon Blvd., Suite 200, Washington, UT 84780 • SUHBA Fax number: (435) 674-2866

If you have any questions, please call the SUHBA Office at (435) 674-1400.



Application for Exhibition Space
2010 St. George Area Parade of Homes
 Presented By Southern Utah Home Builders Association & Zions Bank

Company Information

Exhibitor Company Name: _____
 Contact Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Cell Phone: _____ Fax: _____
 Email: _____ Web Address: _____
 Current Business License: _____ City: _____
 Product/Services to be displayed: _____

Booth Selection

1st Booth Choice*: Parade Home/Builder: _____ Booth Size: _____
 2nd Booth Choice*: Parade Home/Builder: _____ Booth Size: _____
 3rd Booth Choice*: Parade Home/Builder: _____ Booth Size: _____

Total Number of Booths: _____

* Call the SUHBA Office at (435) 674-1400 for space availability.

Payment

Exhibition Space Cost (refer to exhibition brochure for booth pricing).....\$ _____
 Additional Rentals (Exhibitors may provide their own tables, chairs & wastebasket):
 8' Table @ \$20 each x _____ Qty.....\$ _____
 6' Table @ \$20 each x _____ Qty.....\$ _____
 Table Cloth/Skirting @ \$20 per table x _____ Qty.....\$ _____
 Folding Chair @ \$3 each x _____ Qty.....\$ _____
 Wastebasket @\$6 each x _____ Qty.....\$ _____

Total Amount Due:.....\$ _____

Deposit Amount (Minimum 50% Deposit Is Required with Application).....(\$ _____)

Remaining Amount Due By January 18, 2010.....\$ _____

Payment Method (check one):

Visa MasterCard Check (Made payable to SUHBA)

Credit Card #: _____ Exp. Date _____

Print Name on Card: _____ Signature: _____

Billing Address: _____ Zip: _____

Exhibitor Agreement

1. I agree to comply fully with the Rules and Regulations of the 2010 St. George Area Parade of Homes which are incorporated herein on the following page. By signing below, I accept this agreement as a binding contract.
2. I understand that a minimum 50% deposit must accompany this application to reserve exhibition space. Full payment is due by January 18, 2010. If full payment is not received by this date, exhibit space shall be forfeited. If there is forfeiture, the Southern Utah Home Builders Association shall be entitled to sell the space identified within this application and shall have no further responsibility to exhibitor nor have any responsibility to refund initial deposit.

Exhibitor Signature: _____ **Date:** _____

2010 St. George Area Parade of Homes, February 12-21, 2010

Rules and Regulations

To reserve exhibition space in the 2010 St. George Area Parade of Homes, complete the Application for Exhibition Space and submit along with deposit to the Southern Utah Home Builders Association (SUHBA), 2303 N. Coral Canyon Blvd., Suite 200, Washington, UT 84780. Application may be faxed to (435) 674-2866. In accordance with the Booth Sales Schedule, booths will be assigned when Application for Exhibition Space and 50% deposit are received and approved by SUHBA. Full payment is due by January 18, 2010. By signing the application form, the exhibitor agrees to the following rules and regulations:

1. It is agreed that the 2010 Parade of Homes Committee will provide to the exhibitor space only as indicated in the Application and as approved by the Southern Utah Home Builders Association (SUHBA) for an exhibit in the 2010 Parade of Homes.
2. All exhibitors must be an established business with a current business license. Exhibitors are responsible to collect and pay all applicable taxes for products sold at event.
3. Exhibitor will be fined if set-up/take-down occurs during regular exhibition hours. No early take-down of booths is permitted.
4. Parade Exhibition Hours: Exhibition hours for February 12-20, 2010 are 10:00 am to 7:00 pm daily. Exhibition hours for Sunday, February 21, 2010 are 10:00 am to 5:00 pm. Note: It is recommended that exhibits be manned at all times during show hours, but not required.
5. Exhibitor agrees to strictly comply with the move-in and move-out schedule and rules as stated below:
 - **Move-in: Thursday, February 11, 2010 between 10:00 a.m. and 5:00 p.m.**
 - **Move-in: Friday, February 12, 2010 between 7:00 a.m. and 9:30 a.m.**
 - **Move-out: Sunday, February 21, 2010 between 5:00 p.m. and 7:00 p.m.**
 - **Move-out: Monday, February 22, 2010 between 8:00 a.m. and 10:00 a.m.**
 - **Exhibitor booth move-in is not permitted during Parade of Homes viewing hours.**
 - **Early move-out is not permitted.**
6. Garage exhibition spaces are measured OUTSIDE dimensions. Exhibits must be constructed so that their outside or extreme width and/or depth do not exceed size of space purchased as indicated on this application agreement.
7. Sidewalls, space dividers and/or exhibits along sides of exhibit space may be NO HIGHER than 4'.
8. Exhibitor shall not assign or sublet any part of exhibit space herein contracted without written consent of SUHBA. Nor shall exhibitor allow any other individual, firm, business or organization to exhibit or be promoted by name or name sign within exhibitor's exhibit space without written consent of SUHBA.
9. Insurance desired by the exhibitor to insure against loss of or damage to exhibit must be placed by exhibitor at exhibitor's expense.
10. Exhibitor will remove all excess display material, packing/storage cases, etc., from exhibit space. Exhibit space must be kept neat, orderly and clean at all times. Exhibitor will check space daily to ensure neatness. Exhibitors are responsible for emptying their booth space trash receptacles.
11. Smoking is forbidden within 25 feet of the Parade Home, including the garage space.
12. The Southern Utah Home Builders Association (SUHBA), reserves the right to determine the eligibility of any firm or product in the 2010 Parade of Homes Committee's opinion.
13. SUHBA reserves the right to alter Parade Home exhibition layouts, make space assignments, or change space assignments as deemed necessary by SUHBA.
14. If, in the event of emergency, it becomes necessary to postpone or cancel the Parade of Homes for any reason, all monies paid by the Exhibitor to SUHBA for space will be refunded and the Exhibitor shall and does hereby waive any claim for damages. In the event the exhibitor wishes to cancel participation, the Southern Utah Home Builders Association will make no refund of monies paid.
15. Exhibitor agrees to indemnify and hold harmless the Southern Utah Home Builders Association (SUHBA), the 2010 Parade of Homes Committee and/or their assigns for any claim for damages of loss, or any claim, cause of action or cost whatsoever in connection with the 2010 St. George Area Parade of Homes.