



PRESENTED BY



EXHIBIT SPACE APPLICATION

*2027 Sioux Empire Home Show (February 19 - 21, 2027)
Held at the Sioux Falls Convention Center & Arena*

Home Builders Association of the Sioux Empire ("Association") and the undersigned exhibitor ("Exhibitor") agree as follows:

- 1. Agreement to Lease Booth.** Association shall lease to Exhibitor during the 2024 Sioux Empire Home Show (the "Home Show") the booth described in the Exhibit Space Application.
- 2. Member Rate.** Membership dues must be current to acquire the member rate on booth space. Membership will be verified through NAHB.
- 3. Rent.** Exhibitor shall pay Association rent for the booth in the amount set forth in the Exhibit Space Application. Exhibitor shall pay Association a deposit equal to 25% of the rent on signing this Agreement. No refunds will be made on deposit monies. Exhibitor shall pay the remaining rent on or before **November 7, 2025**. If exhibitor fails to pay the remaining rent by the due date, Association may terminate this Agreement without further notice, retain the deposit as liquidated damages and rent the booth to another exhibitor. If an exhibitor cancels space after **November 7, 2025** no refunds of any monies paid will be made.
- 4. Change of Booth Location and Size.** Association may change the Home Show floor plan or location or size of the booth if, in its opinion, the change would be in the best interests of the Home Show. Association shall notify Exhibitor of any change. Exhibitor may terminate this Agreement by giving Association notice of termination within 5 days after the date of delivery of the notice change. Upon receiving the termination notice, Association shall refund, without interest, rent.
- 5. Cancellation or Delay of Home Show.** Association may cancel or delay the Home Show because of any weather condition, natural disaster, or other circumstance beyond its control that, in Association's opinion, makes holding the Home Show impractical. Association shall give Exhibitor notice of the cancellation or delay. If Association cancels the Home Show, this Agreement will terminate, and Association shall refund, without interest, the rent. If Association delays the Home Show for more than 30 days, Exhibitor may terminate this Agreement within 5 days after date of delivery of the notice of delay. Upon receiving the termination notice, Association shall refund, without interest, the rent. Association is not liable for any loss of income or other damages caused by cancellation or delay of the Home Show.
- 6. Use and Operation of Booth.**
 - A.** While the Home Show is open to the general public, Exhibitor shall maintain a display of its products and services in the booth and have personnel available in the booth to communicate with the public.
 - B.** Early tear down or packing up of display materials is not allowed and will result in a \$500 fine for the offense and dismissal from the show for 12 months for a second offense.
 - C.** All Exhibitors must be removed by 4:00PM on Monday, **March 2, 2026**. Failure to comply will result in a \$500 fine and dismissal from the show for 12 months for a second offense.
 - D.** Exhibitor shall not, without Association's prior written consent, (a) sublet all or any part of the booth (b) allow any other person to occupy the booth, or (c) display or promote any other person's products or services in the booth
 - E.** Exhibitor shall not display or promote any product or service that is not customarily sold by Exhibitor in the ordinary course of its business.
 - F.** No political parties, candidates, issues, referendums or other like groups will be allowed to Exhibit at the Home Show without committee approval
 - G.** Exhibitor shall not display, demonstrate, sell or distribute any material, product or service, including without limitation, any personal care, hygiene or grooming product or service without a doctor's distribution or permission from Association. Or engage in any other activity, that the Association determines, in its sole discretion, is not compatible with, or is a distraction from, the general character and quality of the show.
 - H.** Exhibitor shall not display or demonstrate any product or service, distribute any marketing material, or otherwise engage in any promotional activity outside the perimeter of the booth.
 - I.** Exhibitor shall not place or maintain in the booth any structure, object or material that extends beyond the perimeter of the booth.
 - J.** Exhibitor shall not operate any musical instrument, sound system, equipment or machinery at a sound level that is clearly audible in any nearby booth without Association permission.
 - K.** Exhibitor shall not play any live or recorded music or video that violates copyright law unless given permission from Association.
 - L.** Exhibitor shall not maintain any display or engage in any activity on the premises that violates the Americans with Disabilities Act.
 - M.** Exhibitor shall not maintain any display or engage in any activity on the premises that violates any law, ordinance, or regulation governing public health or safety.
 - O.** Exhibitor shall not damage, or destroy or deface any part of the facility.
 - P.** Exhibitors must make sure there Exhibits are securely secured.
- 7. Indemnity.** Exhibitor shall fully indemnify, hold harmless and defend Association and its directors, officers, employees, agents and volunteers (collectively, "Indemnified Parties") from and against all claims, actions, suits, demands, damages, liabilities, obligations, losses, settlements, judgments, costs and expenses (including without limitation reasonable attorney's fees and costs), whether or not involving a third party claim, which arise out of, relate to or result from (a) any breach of any covenant or other obligation or duty of Exhibitor under this Agreement or under applicable law, or (b) any personal injury, including death, and property damage, including fire, theft or vandalism, incurred in connection with Exhibitor's occupancy and use of booth, in each case whether or not the relevant claim has merit, except to the extent that the claim results from the sole active negligence of the Indemnified Party.

8. Insurance Requirements.

- A. Exhibitor shall purchase and maintain during the Home Show insurance against claims for injury to persons and damage to property arising out of or in connect with Exhibitor's occupancy and use of the booth.
- B. The policy must provided commercial general liability (CGL) coverage on an "occurrence" basis, including property damage, bodily injury and personal and advertising injury with limits not less than \$1,000,000 per occurrence. If a general aggregate limit applies, either the general aggregate limit will be applied separately to this Agreement or the general aggregate limit will be twice the required occurrence limit. If Exhibitor maintains CGL coverage with limits that are higher than the minimum limits specified in this Agreement, the Identified Parties will be covered under the higher limits.
- C. The CGL policy must cover the Indemnified Parties as an additional insured with respect to liability arising out of Exhibitor's occupancy and use of the booth. The coverage may be provided in the form of an endorsement to the Exhibitor's insurance.
- D. The coverage must be primary to and cannot seek contribution from any other insurance available to the Indemnified Parties.
- E. The coverage shall not be canceled or materially changed except after giving Association 30 days' notice by certified mail return receipt requested.
- F. Exhibitor shall waive any right of subrogation that Exhibitor's insurer may acquire against Association because of the payment of any loss under the policy. Exhibitor shall obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether Exhibitor has received a waiver of subrogation endorsement from the insurer.
- G. The policy must be issued by an insurer with a current A.M. Best's rating of no less than A:VII, unless otherwise approved.
- H. Exhibitor shall provide Association with original certificates and amendatory endorsements for the coverage required by this Agreement. Exhibitor shall deliver the certificates and endorsements to Association at least 20 days before the Home Show.

9. **Default and Remedies.** Exhibitor will be in default under this Agreement of Exhibitor fails to meet or perform any material term, provision, covenant, agreement or obligation contained in this Agreement. In the event of a default, Association may (a) terminate this Agreement by giving notice to Exhibitor; and (b) retain any rent paid by Exhibitor as liquidated damages or pursue any other available legal or equitable remedy. If this agreement is terminated during the Home Show, Exhibitor shall immediately vacate the booth. If Exhibitor fails to vacate the booth, Association may close the booth and remove Exhibitor's property from premises.

10. **Assignment.** Exhibitor shall not assign its rights or obligations under this Agreement without Association's written consent.

11. **Entire Agreement; Modification.** This Agreement contains all the terms and conditions agreed on by the parties. Any previous agreements between the parties are replaced by this Agreement. This Agreement can be modified or changed only by written instrument signed by both parties.

12. **Waiver.** A party's waiver of enforcement of any of this Agreement's terms and conditions will be effective only if in writing. A party's specific waiver will not constitute a waiver by that party of any earlier, concurrent, or later breach or default.

13. **Severability.** If any part of this Agreement is held indefinite, invalid, or otherwise unenforceable, the rest of the Agreement will continue in full force.

14. **Choice of Law.** This Agreement is governed by and must be interpreted under South Dakota law, without regard to its choice-of-law provisions.

15. **Notices.** Notices provided for by this Agreement must be in writing and delivered in person, by reputable express courier, or by registered or certified mail (postage prepaid) to a party's address stated below. Notice sent by U.S. mail is deemed delivered three days after deposit with the U.S. Postal Service. Notice sent by express carrier is deemed received on the day receipted for by the party or its agent. Either party may change its address as listed below by giving notice to the party.

16. **Incorporation of Attached Documents.** The Exhibit Space Application and Exhibitor Handbook, which are attached to this Agreement, are fully incorporated into this Agreement.

17. **Violation of Rules.** Violation of rules as outlined in the Exhibit Space Application and Exhibitor Handbook may result in a fine and/or loss of Home Show exhibit space for the next year.

18. All Exhibitors must read the Exhibitor Handbook to understand the rules and expectations of vendors to avoid a fee and/or the loss of Home Show Exhibit for the following year.

Important Dates & Down Payment Date: 25% Due with Application

- First Right of Refusal for booth: April 30, 2026
- Request to Move Processed: May 11, 2026
- Waitlist contacted: June 1, 2026
- 25% Due Upon Application
- Full Payment Due: October 8, 2026

BOOTH SPACE RESERVATION FORM
BALANCE DUE OCTOBER 8, 2026

Booth # _____	Booth square footage _____	A
Booth Base Cost (Line A x \$6)	\$6.00/sq ft = \$ _____	B
Corner booth	+ \$100 / corner = \$ _____	C
Non-member cost	+ \$1,000 \$ _____	D
Other NAHB member (Chapter _____)	+ \$100 = \$ _____	E
Extra category listing*	+ \$20 / extra category = \$ _____	F
(Check categories in the right column)		
Total booth cost (Total of lines B-F)	= \$ _____	G
25% non-refundable deposit required with contract (25% of line G)	= \$ _____	H

CHOOSE CATEGORIES

* Check which categories you wish to be listed under in the Home Show Program. If you do not select a category or write your own category, one below will be chosen for you. If a category has been selected by only one company, we reserve the right to re-classify the Exhibitor and delete the category.

1 Primary category.....\$0
Additional categories.....\$20 each

- ☐ Air Purifiers
- ☐ Appliances
- ☐ Brick, Stone & Masonry
- ☐ Builders/Remodelers
- ☐ Building Supplies & Millwork
- ☐ Cabinets/Countertops
- ☐ Cleaning Services
- ☐ Concrete/Insulated Concrete Forms
- ☐ Decorating
- ☐ Developments
- ☐ Drafting/Design
- ☐ Electrical
- ☐ Equipment/Tools
- ☐ Fences
- ☐ Financial Services
- ☐ Fireplaces
- ☐ Floors/Floor Coverings
- ☐ Foundation Repair/Waterproofing
- ☐ Garage Doors & Accessories
- ☐ Health Services
- ☐ Heating & A/C
- ☐ Home Entertainment
- ☐ Home Furnishing & Accessories
- ☐ Insulation
- ☐ Landscaping/Retaining Walls
- ☐ Lighting
- ☐ Media/Marketing
- ☐ Miscellaneous
- ☐ Moving Services
- ☐ Outdoor Buildings
- ☐ Outdoor Living
- ☐ Painting
- ☐ Pest Control
- ☐ Plumbing
- ☐ Real Estate
- ☐ Roofing
- ☐ Security
- ☐ Siding
- ☐ Small Repair Projects
- ☐ Spas/Pool/Patio Furniture
- ☐ Sports Construction Products
- ☐ Utilities
- ☐ Water Conditioning/Treatment
- ☐ Window Coverings
- ☐ Windows & Doors

Company Information
Company Name for event materials _____

Company website: _____

Event Coordinator Information (Contact for Important Show Info, Updates & Digital Welcome Packet)
Name: _____ **Phone:** _____ **Email:** _____

Alternate Contact for Important Show Info, Updates & Digital Welcome Packet
Name: _____ **Phone:** _____ **Email:** _____

Sioux Empire Guide App Contact (Consumer facing contact listed on the App)
Name: _____ **Phone:** _____ **Email:** _____

**Please email company logo to marketing@hbsiouxempire.com*

Please "X" on the line to indicate that you have read and understand the following information:

_____ I acknowledge that while my booth size is guaranteed, the specific location is not guaranteed, as booth placement will be rearranged for the 2026 Home Show.

_____ I acknowledge that neither the Convention Center nor the Home Builders Association is responsible for any broken or stolen items from my booth. It's my responsibility to secure items.

_____ I'll ensure my booth area is thoroughly cleaned once the show wraps up, which includes removing and disposing of all garbage/waist, & removing any adhesive residue from the floor. Neglecting to do so will result in a cleaning fee.

_____ I understand that I am responsible to provide a fire extinguisher if my exhibit has a roof, this includes pop-up tents, sheds, desks, etc.

_____ I understand that if I have a water feature I must have a GFCI portable cord.

_____ I understand that if I have a gasoline powered vehicle displayed in my booth, the fuel level must be lower than a quarter tank.

_____ I understand that electric vehicles are not allowed as part of my booth display.

_____ I understand that if I am giving samples at my booth it must be under two ounces and there will be a \$500 food feed that will be assessed.

_____ I understand that my booth must be manned for the duration of the Home Show.

_____ I acknowledge and agree to comply with the insurance requirements outlined in the Exhibit Space Application.

_____ I acknowledge and understand the requirements of being an exhibitor, set forth in the Exhibit Space Application.

PRODUCTS/SERVICES TO BE DISPLAYED: _____

Home Builders Association of the Sioux Empire ("Association") and the undersigned Exhibitor agree to abide by the attached terms and conditions:

ASSOCIATION:
Company: _____
Home Builders Association of the Sioux Empire
Signature: _____
Date: _____

EXHIBITOR:
Company: _____
Signature: _____
Date: _____

This application, which will become part of the contract upon acceptance, is for booth space at the Sioux Empire Home Show. The application is based on the plan of exhibits, rates and general exhibit information, set forth in this document and the exhibitor handbook.