



Save the Date!

Lake Oconee Area Builder's
Association The Big Event!

Saturday, March 17th, 2012
12:00p.m. - 6:00 p.m.

Lake Oconee Area Builder's Association
1041 Village Park Drive, Suite 102
Greensboro, Georgia 30642



Lake Oconee Area Builder's Association

***REGISTRATION
& EXHIBIT INFORMATION***

March 17th, 2012

Lake Oconee Village, Greensboro, Georgia



9th Annual Lake Oconee Area Builder's Association The Big Event

Registration and Festival Information

Purpose of Exposition

The purpose of the festival is to educate and inform the Lake Oconee Area of the products, services and personnel of the Lake Oconee Area Builders Association (LOABA) and to promote its members, suppliers, and associates.

Booth Sizes and Prices

Booths are 10' wide X 10' feet wide UNLESS stated otherwise on the blueprint. Please see floor plan. The following is the cost structure:

	LOABA Member	Non Member
First Booth	\$275	\$350
Additional Booth(s)	\$225	\$300

Additional information will follow regarding the Big Event Tabloid Advertising.

Registration

Each booth is allowed up to four representatives included in booth cost. PLEASE DO NOT HAVE MORE THAN FOUR. All booth representatives must wear name badge at all time while on festival grounds. Each vendor should provide their own name badges.

Assignment of Space

Each Application must be accompanied by a deposit check. **Booths will be sold on a FIRST come FIRST serve basis.** LOABA will strive to locate by Exhibitor's preference, and to provide distance from direct competition. However, LOABA reserves the right to make changes in the floor plan and assignment at its discretion in order to best serve the interests of the Festival and its collective Exhibitors.

Subletting or Sharing Space

To insure proper presentation and operation of the Festival, Exhibitors **must contract individually** to exhibit. **Subletting or sharing of space is strictly prohibited.** Failure to abide may result in termination of contract and ejection from festival.

Shipping Information

Lake Oconee Village will not accept any shipments prior to the Festival without authorization from the LOABA office.

Installation

Installation and set-up will begin on Saturday, March 17th at 6:00 a.m. until 11:00 a.m. These hours will be strictly enforced. All exhibitors should have booths ready before judging –Saturday, March 17th at 11:30 a.m.

Awards

Recognition will be given in the following categories: Best Technical Design (The most innovative Product Design)
Best Visual Design (The most Pleasing to the Eye)
Best of Show (for single booth)
Best of Show (for multiple booths (2 or more))

Dismantling/Removal

NO DISPLAY MAY BE DISMANTLED OR PACKED PRIOR TO Saturday, MARCH 17th AT 6:00 P.M. Failure to comply with the above stipulation will result in non-acceptance to future festivals. All exhibitor material must be removed Saturday, March 17th between 8:00 p.m. and 11:00 p.m. there are **NO EXCEPTIONS.** It is the Exhibitor's responsibility to pack and remove or consign for shipment of all items prior to leaving booth unattended. The exhibitor may be charged additional fees for removal of any display items that are left behind. The LOABA and Lake Oconee Village will not be responsible for the condition of any items that had to be removed. During move out, no vehicles will be allowed into festival vendor area.

Space Limitations

All booths must be confined to contracted space, and will not encumber the visibility of adjoining booths. LOABA reserves the right to remove any exhibit not conforming to all federal, state, and local requirements and laws.

Food and Beverage

Products may be sold with the proper licensing. **VENDORS WILL BE RESPONSIBLE FOR REPORTING SALES TAX.**

Booth Staffing

Only registered Exhibitors are allowed to work booths. Booths must be staffed during all festival hours. You are not allowed to roam the aisles and hand out business cards, etc. You are **absolutely not allowed to go in to the aisles and recruit people to come to your booth**, thus diverting people from someone else's booth to yours.

Vender Booth Door Prizes

Exhibitors may provide door prizes. Any signage must be professionally printed and all door prizes must maintain the professional nature of the festival. For promotional purposes, **LOABA must be informed of all door prizes one week prior to festival. Door prize winners must be drawn prior to the end of the Festival, March 17th, in the presence of a LOABA staff member or a Big Event Representative.** In addition door prize winner's names and addresses must be provided to LOABA. Failure to comply with the above stipulations will result in non-acceptance to future festivals.

Payments/Cancellations

Refund requests will be considered on an individual basis by LOABA and absolutely no refunds will be made after February 29, 2012.

Restrictions and Security

Security is provided by LOABA to provide normal protection against loss, although The Big Event officials assume no responsibility of lost or stolen items. Exhibitors are urged to take the necessary measures to prevent such temptations. No distribution or promotional materials outside of booth sales will be permitted. All exhibitors are responsible for collecting any appropriate taxes on products sold. Any restrictions for use of purchase must be printed and visible for public view.

Liability Insurance

LOABA, its agents, and Lake Oconee Village will not assume any responsibility for the safety of the property of Exhibitors from theft, damage by fire, accident, acts of God, or other causes. Exhibitors are encouraged to insure products presented at their own expense.

Tabloid

LOABA will arrange printing and distribution of the official tabloid of The Big Event. LOABA will contact you to provide information about how your firm can be represented in the tabloid.

FOR MORE INFORMATION CONTACT

LAKE OCONEE AREA BUILDER'S ASSOCIATION



1041 VILLAGE PARK DRIVE
SUITE 102
GREENSBORO, GA 30642
(706) 999-1591

WWW.LOBALIVE.COM

For More Info Call 706-999-1591



2012 Big Event Discount and Payment Plans

Early Bird Discount

Sponsors that pay in full for their sponsorship prior to December 1, 2011 will receive a 5% discount on the regular price. The Early Bird Discount can be combined with the Consecutive Sponsor Discount not to exceed 10%.

Consecutive Sponsor Discount

Consecutive Sponsors will receive a 1% discount per consecutive year retro-active to the 2006 Home & Garden Show not to exceed 10%. The Consecutive Sponsor Discount can be combined with the Early Bird Discount not to exceed 10%. In order to receive this discount all sponsorship(s) must be paid in full by January 31, 2012. NO EXCEPTIONS!

Optional Payment Plan (Booths Only)

3-month Payment Plan – By enrolling in the 3-month payment plan you will be able to make 3 monthly payments towards the total costs of your participation in the 2012 Big Event. Your booth number will be held for 3 months if final payment is not made at the end of 3 months your booth number will be released. Enrollment in the 3-month payment plan requires advanced approval by the Lake Oconee Area Builders Association.

2012 The Big Event

Platinum Sponsor (only 1 sponsorship per business category) 1 available at \$4,000

- Company logo on **Cover Page** of The Big Event Tabloid.
 - Company logo on **Sponsor's** page in The Big Event Tabloid.
 - 2 Platinum Sponsor Booths.
 - Website linked from The Big Event webpage, www.LOBALive.com
 - Use of Lake Oconee The Big Event logo in your advertising.
 - Recognition in the Pre & Post recognition February, March, and April in the association's newsletter.
 - Recognition on The Big Event sponsor signage to be displayed at The Big Event.
 - Acknowledgement in Radio Advertisements.
 - 1/2 page ad in the official The Big Event tabloid (pay only difference if upgrading)
 - Press release with premium spotlight on company.
-

Gold Sponsor (only 1 sponsorship per business category) 4 available at \$2,500

- Company logo on **Sponsor's** page in The Big Event Tabloid.
 - 1 Gold Sponsor Booth
 - Website linked from The Big Event webpage, www.LOBALive.com
 - Use of Lake Oconee The Big Event logo in your advertising.
 - Recognition in the Pre & Post recognition February, March, and April in the association's newsletter.
 - Recognition on The Big Event sponsor signage to be displayed at The Big Event.
 - 1/4 page ad in the official Home Show tabloid (pay only difference if upgrading)
 - Press release with sponsor acknowledgement.
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Silver Sponsor 4 available at \$1,500

- Company logo on **Sponsor's** page in The Big Event Tabloid.
 - 1 Silver Sponsor Booth
 - Website linked from The Big Event webpage, www.LOBALive.com
 - Use of Lake Oconee The Big Event logo in your advertising.
 - Recognition in the Pre & Post recognition February, March, and April in the association's newsletter.
 - Recognition on the Home Show sponsor signage to be displayed at the Home Show and Awards Banquet.
 - Press release with sponsor acknowledgement.
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To all sponsors: It is the responsibility of your company to appoint a contact person to work with Lake Oconee Area Builders Association Staff to ensure your company receives all benefits listed for The Big Event.

Non-Member Sponsors add \$375 to Sponsorship Price



Application to Exhibit

It is understood that the parties, as shown by their signature below, agree to the following conditions and pay schedule:

1. The undersigned Exhibitor does hereby apply for booth(s) at Lake Oconee Village in accordance with the terms and conditions of this Application, the solicitation of materials of the Lake Oconee Area Builders Association (LOABA), and all other published rules and regulation concerning use and occupancy of such booth(s). The terms and conditions of all such other printed matter are incorporated by specific reference and made a part of this Application and the Exhibitor agrees to abide by the same, LOABA reserves the right to refuse any Application.
2. This Application shall not become binding upon LOABA until LOABA has received payment in full for said booth(s) and this Application is accepted in writing by LOABA. Subject to location availability.
3. Tents, tables, chairs, and other amenities, which the Exhibitors might desire for said booth(s), are the direct responsibility of the Exhibitor. Lake Oconee Rental is and will be available for any amenities rentals.
4. Each Exhibitor is free to arrange their exhibit, as they desire, as long as they do not extend beyond the allotted space (this includes floor coverings). Exhibitors will not be permitted to use loud speakers or other mechanical devices for long periods of time in a manner to disturb others but may use them to show their product. These Exhibitors **are expected to be courteous** of other Exhibitors around them.
5. LOABA, its agents, and the Lake Oconee Village will not assume any responsibility for the safety of the property of the Exhibitors from theft, damage by fire, accident, acts of God, or other causes. Exhibitors are encouraged to insure products presented at their own expense.
6. Set-up must be between the hours of 6:00 a.m. and 11:00 a.m. on Saturday March 17, 2012. All exhibitors should have booths ready before judging -Saturday, March 17, 2012 at 11:30 a.m.

Show hours: Saturday, March 17th, 2012 12:00 p.m. till 6:00 p.m.

7. Would your company be interested in membership information? ___ Yes ___ No
8. Upon acceptance by LOABA, this Application becomes a contract under the laws of the State of Georgia, enforceable by its terms.
9. Exhibitor does hereby release and hold LOABA harmless from any and all actions, claims and demands for, upon or by reason of any damage, loss or injury suffered or incurred by Exhibitor, its agents and guests in consequence of Exhibitor's participation in The Big Event.
13. List three (3) choices of location preferences, by booth number:

1) _____ 2) _____ 3) _____

The LOABA will try to give exhibitors one of these choices. However, the LOABA may make changes up to March 17th for the betterment of the show.

A deposit of 50% per booth must accompany Application with balance due no later than February 29, 2012. No refunds will be made after February 29, 2012. All booths where balance is not paid in full by February 29, 2012 may be released for sale.

COMPANY _____
(PRINT COMPANY NAME AS YOU WOULD LIKE IT TO APPEAR IN ADVERTISING AND ON SIGNS)

ADDRESS _____

CONTACT _____ PHONE _____ FAX _____ E-MAIL _____

PRODUCT TO BE EXHIBITED _____

SIGNED BY _____ TITLED _____ DATE _____

2012 The Big Event Commitment Form



VENDOR INFORMATION	
Company Name:	_____
Mailing address:	_____ _____
Phone:	_____
E-Mail:	_____
Contact Person:	_____
Sign:	_____
Date:	_____

Booth(s)	ORDER	PRICE	TOTAL
	LOABA Member Booth	\$ 275.00	
	LOABA Member Additional Booth	\$ 225.00	
	Non-Member Booth	\$ 350.00	
	Non-Member Additional Booth	\$ 300.00	
	SPONSOR LEVEL REGISTRATION- LEVEL:		
Total			

THE BIG EVENT 2012

Exclusive: L.O.A.B.A.
Members and Associates ONLY

OVER 65,000 readers

• Lake Oconee News • The Eatonton
Messenger • The Ad Express • The Herald
Journal • The Morgan County Citizen • Area
Merchants • At the show



Advertising Rates

Full Page \$850

Includes full color & quarter page news feature

Half Page \$450

Includes full color

Quarter Page \$250

Black and white

Business Card \$145

Jumbo sized business card

Deadline

February 29, 2012

5:00 pm

Big Event Date
MARCH 17
12 noon - 8 pm

Lake Oconee Village
Next to Spotlight Theatre

Make advertising reservations today.
Call Robin McDaniel at 706-816-1155 or
email to rmcdaniel@msgr.com