



**17th Annual—2010
VBA
Building & Remodeling Show
Runestone Community Center**

Alexandria, MN

Saturday, March 20 - 10:00 AM—5:00PM

Sunday, March 21 - 11:00 AM—4:00 PM

The VBA Annual Building & Remodeling show is your once a year opportunity to put your products and services before consumers who are in the market to build a new home or remodel their existing residence. The VBA Building & Remodeling show offers one-stop shopping for prospects who want to see the latest building products and technologies and talk to the pros who know about them. **Take advantage of this ready to deal market.**

We've got new digs at the Runestone Community Center for our "remodeled" Building & Remodeling Show. Register early to get the best booth location. As this is a new location **all booths** will be assigned on a **first-come first-served basis**.

We are adding a **new feature to our "remodeled" Building & Remodeling Show**. **"Building Basics 101 for Homeowners"**. These will be 1-hour consumer education classes, that will run throughout the two days of the show. We think this will be a great draw for attendance, and perhaps a means for you to get some of your product reps involved too. Time slots are limited and we already have a number of speakers lined up. So if you want to give a presentation, please call right away to get put on the schedule. *See details on a separate insert.*

- Multiple booth discounts
- We will continue our tradition of collecting items for the Douglas County Food Shelf
- Exhibitors will enjoy the Saturday evening reception at the close of the show
- Special show advertising promotions from Echo Press, KIKVfm and COOL radio

No Space will be assigned until your deposit check is received in the VBA Office



Tentative Schedule of Events

Show Set-up	Friday	March 19, 12:00 noon —9:00 PM
Show Hours	Saturday	March 20, 10:00 AM—5:00 PM
Exhibitor Reception		March 20, 5:00 PM—6:00 PM
	Sunday	March 21, 11:00 AM—4:00 PM
Exhibitor Tear-down	Sunday	March 21, 4:00 PM—10:00 PM

All exhibit materials must be cleared from the show floor by 10:00 PM Sunday evening due to a function the following say in the hall.

NO EXCEPTIONS

- **Payment:** A deposit of 50% of the total cost must accompany the signed contract. **Final payment due March 1, 2010.**
- **Booth Furnishings:** See contract portion of this brochure.
- **Damages:** Exhibitor agrees to reimburse the Runestone Community Center for the cost of any repairs for any damage caused by the exhibitor or it's employees to the facility .
- **Signage:** Exhibitors are responsible for their own signage. No banners can be hung from the ceiling. Signage is not allowed above the 8' back drapery.
- **Promotion:** See separate flyer enclosed—Arrangements for media promotions will be made directly with the radio stations and newspaper.

VBA Rights & Liabilities

The Vikingland Builders Association reserves the right to refuse any exhibit, exhibitor, or employee, which, in the opinion of the Association, is not in the best interest of the Show.

The Vikingland Builders Association, A & N Convention Services and Runestone Community Center do not guarantee the Exhibitors against loss, damage, delay, or theft of any kind during the course of the show including move in and move out. The Exhibitor shall indemnify and hold blameless the aforementioned entities from any cause of claim whatsoever.

While the Vikingland Builders Association will make every effort to honor your request for booth space and location, the Association reserves the right to make necessary changes that serve the best interests of the Show and the overall flow of show traffic.

The Exhibitor shall be bound by the rules and regulations set forth herein, and by such additional rules and regulations, which may be established by the Vikingland Builders Association. All matters and questions not covered by this brochure will be subject to the final judgment and decision by the Vikingland Builders Association Board of Directors and/or Home Show Committee. Any violations by the exhibitor of any of the terms and conditions herein shall be subject to the cancellation of the contract to occupy exhibit space and forfeiture of any monies paid.

EXHIBITOR SPACE
APPLICATION AND CONTRACT
VBA 2010

Building & Remodeling Show
March 20 & 21, 2010

Vikingland Builders Association

303 W 22nd Avenue #200
Alexandria, MN 56308

Phone: (320) 763-3301 Fax: (320) 763-3321
Email: paulas@vikinglandbuilders.com

Booth Charges

	VBA Member Regular Rate	Non-Member
1 Booth 10' w x 8' d	\$299	\$499
2 Booths 20' w x 8' d	\$549	
3 Booths 30' w x 8' d	\$699	
All additional booths after 3 each	\$99	

**Each booth space includes: 8' back drape, 2-30" side drapes,
RATES ARE FOR BOOTH RENTAL ONLY Furnishings are not included
see below**

Booth Furnishings

8' Tables—undraped	8.00	Folding Chairs	1.00
8' Tables—draped	22.00	Padded Chairs	7.50
42' high—undraped counter	15.25	Easels	7.00
42" high draped counter	25.50	10' Booth Carpet	40.00
Stools	10.00	Additional 8' Masking Draper	5.00



**Electricity will be provided free of charge but we need to know who wants it. Please
check the box at the left if you want electricity in your booth. You may need to provide
your own extension cord to access the nearest outlet.**

Company Name _____ Contact _____
Address _____ City/St/Zip _____
Phone _____ Fax _____
Email _____

Booth # Preferences: First Choice _____ Second Choice _____ Third Choice _____

**Booth space will be assigned on a first come—first served basis
See back for floor plan.**

50% DEPOSIT MUST ACCOMPANY CONTRACT TO RESERVE SPACE

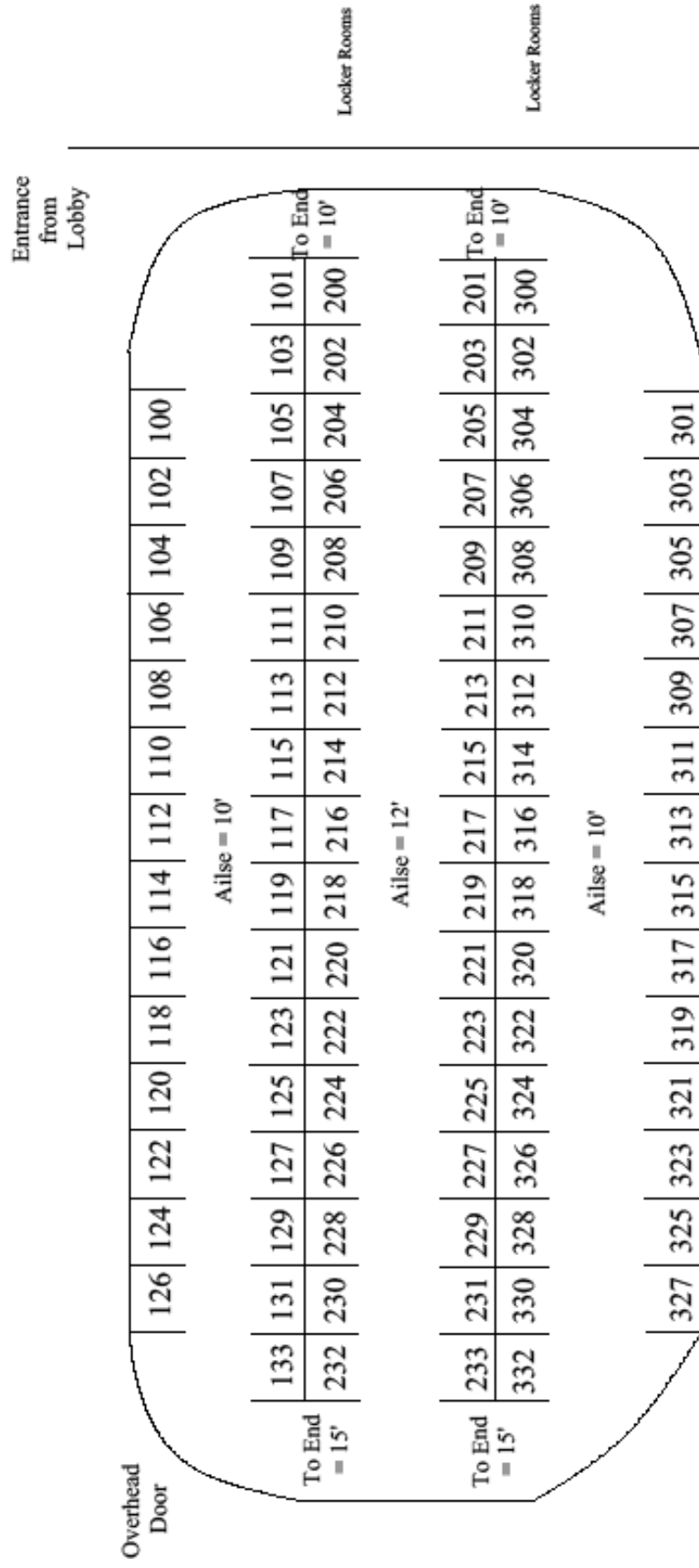
Booth Total _____ @ \$ _____ = \$ _____
Furniture Total \$ _____
50% Deposit \$ _____
Balance Due by March 1,2010 \$ _____

Signature _____
Date _____
VBA Asgmt _____

Signing this contract indicates your acceptance of all the regulations
on this brochure.

**REGISTER TODAY!
SPACE WILL FILLING UP FAST!**

Vikingland Builders Association
2010 Building & Remodeling Show
Runestone Community Center, March 20 & 21, 2010



Floorplan by
A&N Convention Service

To All VBA Building & Remodeling Show Exhibitors,

In addition to our new digs for the 2010 “remodeled” Building & Remodeling Show we’ve added a new feature, **“Building & Remodeling Basics 101”**. Building & Remodeling Basics 101 is a **consumer targeted educational program**. The classes are intended to be a draw for attendance to the show, provide an opportunity for our exhibitors to become the go to pros and, further educate potential customers.

As we all know, today’s consumers are much more educated than they ever were due to the advent of the internet and all the information that is so readily available at their fingertips. By the time they get to you, they’ve done a lot of research on the products they’re considering for their new home or addition. What they’re looking for now is a professional to go over what they’ve learned or what they think they’ve learned and help guide them through the maze of many choices offered with any particular product line.

- They know they want wood flooring – but they don’t know if they want solid hardwood, engineered hardwood, floating wood floors, parquet, planks or strips, or exotics?
- They want tile in the kitchen or bath – but do they want ceramic, porcelain, marble, slate, granite? Maybe laminates are a better fit for their building budget now, but how about the long term durability of other surfaces and their relative costs?
- When it comes to lighting – do they want fixtures to just light up a space or do they want to create a tone or mood with recessed or hidden fixtures?
- How about windows? Do they want them just to let in natural light or do they want to frame the view beyond the window and make it an extension of the room? What about r factors and energy savings in today’s green energy efficient consciousness?
- They want outdoor kitchens and yards that are their havens at home. Do they know the difference between landscaping and hardscaping and how to pull them together so they’re functional and complement each other at the same time?
- What about heating and cooling options, plumbing choices, insulation choices, the differences in siding and roofing products or cabinetry, or foundations or?

I think you get the idea. Would you or one of your factory reps want to put together a 1-hour program and make them the “go to pro”? We’re looking for non-brand specific presentations. If this is an area where you think **you would like to participate**, call me right away as we already have presentations ready to go and the schedule will fill up quickly.

Saturday	Presentation/Presenter	Sunday	Presentation/Presenter
10:30 – 11:30 AM			
11:45 – 12:45 PM			
1:00 – 2:00 PM	Committed	12:30 – 1:30 PM	
2:15 – 3:15 PM	Committed	1:45 – 2:45 PM	
3:30 – 4:30 PM		3:00 – 4:00 PM	

Paula Shelander

Vikingland Builders Association
303 W 22nd Avenue #200
Alexandria, MN 56308
Phone: 320-763-3301
Email: paulas@vikinglandbuilders.com

Vikingland Builders Association
2010 Building & Remodeling Show
Exhibitor Reception Sponsor Form

This year we will again presenting a "remodeled" Vikingland Builders Association Building & Remodeling Show March 20th & 21st. We have a large number of exhibitors who annually return to support our show, because we draw a large number of qualified consumers who come eager to find building products and service providers for their up coming home construction projects.

As a small token of our gratitude to the exhibitors for their continued support, VBA will be hosting a reception for the exhibitors on Saturday evening immediately after the Show closes. We will serve hors d'oeuvres and beverages. This reception gives the exhibitors and their special guests the opportunity to catch their breath after a hectic first day, network with other exhibitors, and recap the day's events.

Quite often exhibitors ask if they can help defray some of the expense by becoming a sponsor of this event. If you would like to sponsor the

Exhibitor Reception the cost is just \$100.

Your name will be posted on a special signage in the Reception Area, on table cards and be included in the Vikingland Builders Association Bulletin following the show. You may also put some information about your company on display in the Reception Area for exhibitors to see.

To be included as a sponsor, return this form to the Vikingland Builders Association.

_____ ***Yes I would like to be an Exhibitor Reception sponsor
for the 2010 VBA Building & Remodeling Show.***

Name _____

Company _____

My check for \$100 is enclosed.

*Return to: VBA, 303 W 22nd Ave #200, Alexandria, MN 56308 or
Fax to (320) 763-3321 by February 13, 2009.*

Thank you for your continued support.

Media Promotional Specials

The Vikingland Builders Association has partnered with the Echo Press, Cool 94.3 and KIKV fm to offer VBA Building & Remodeling Show exhibitors and members special Show Rates to promote your business and attendance to the

2010 Building & Remodeling Show.



KIKfm

10 30-second commercials \$130
aired 6:00 am—10:00 pm

COOL

10 30-second commercials \$90
aired 6:00 am—10:00 pm

**Call Trudy today at the radio stations
(320)762-2154 to**

schedule your air time.

Don't forget to add the tag

"Look for us at the

VBA Building & Remodeling Show"

Be a part of this special publication!

Vikingland Builders

Building & Remodeling Show 2010



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Giving Information Life

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Fax 320-763-3258

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Advertising Deadline

Monday, February 22, 2010

Published

Sunday, March 14, 2010

inserted in the Lakeland Shopping Guide

Circulation: 27,500.

Audience

Everyone looking to build new or improve their existing home in 2010!

Ad size/Cost

Back Cover

8.75" w x 11.25" h (w/bleed) . . . \$998.00

Front or back inside cover

8.75" w x 11.25" h (w/bleed) . . . \$898.00

One page inside

7.25 w x 9.75 h \$685.00

Half page horizontal

7.25" w x 4.75" h \$400.00

Quarter page inside

3.5" w x 4.75" h \$300.00

Eighth page inside

3.5" w x 2.312" h \$200.00

Sixteenth page inside

1.687" w x 2.312" h \$125.00

Print Specifications

This is a full color publication. If providing photos, please provide full color at 300 resolution to ensure quality. If providing camera ready art, send PDF of correct size and color.