

## EXHIBITIONS POLICY

### Displays

Pricing and solicitation of displays and display booths in garages will be controlled by the Southern Utah Home Builders Association ("Association"). All advertising rights in/on Parade Home and property during the course of the Parade belong to the Southern Utah Home Builders Association. Builders are encouraged to work with their specific suppliers, developers and marketing agents to encourage them to lease from the Association appropriate garage space to display products used in their Home. All arrangements for garage spaces must be made through the Association. The builder may, at his own discretion, lease his entire garage space from the Association for the purposes of marketing himself or his project. This desire should be communicated to Association staff prior to start of exhibition sales to members so determination of available exhibition spaces may be completed. No other businesses may be included in his garage space leased for benefit of Builder only. The Builder should contact the SUHBA office for further information regarding garage leasing.

- Visitor registrations, gift giveaways, or contests held in conjunction with the Parade are limited to garage vendors assigned by Association. Those activities must be confined to garage vendor space only.
- No vehicles will be allowed in driveways or garages during the official Parade hours except as assigned by the Association.
- Realtors or brokers, if used as hosts, working at the builder's Parade Home may not promote any projects or real estate that the Builder is not directly involved with, including developments, subdivisions, multiple listing services, etc. Obviously this does not apply to leased garage space if leased by realty company.
- Parade homes are not to be included in any Talking House or similar promotions during the course of the Parade. No radio transmitters or other such devices shall be placed within the Parade Home for the purposes of advertising the Home to outside interests during the course of the Parade.

### Exhibition Rules and Regulations

To reserve exhibition space in the 2009 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 15, 2009. By signing the application form, the exhibitor agrees to the following rules and regulations:

1. It is agreed that the 2009 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 2009 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 13-22, 2009 are 10:00 am to 7:00 pm daily. Exhibition hours for Sunday, February 22, 2008 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 12, 2009 between 10:00 a.m. and 5:00 p.m.
  - Move-in: Friday, February 13, 2009 between 7:00 a.m. and 9:30 a.m.
  - Move-out: Sunday, February 22, 2009 between 5:00 p.m. and 7:00 p.m.
  - Move-out: Monday, February 23, 2009 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 2009 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 2009 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 2009 St. George Area Parade of Homes.

#### Exhibition Identification in Parade of Homes Garages

The contract and policy for individuals advertising their services and/or products in Parade garages requires that only those businesses who are members of SUHBA may receive the member discount rate. All entities (whether member or non-member) must be identified correctly should their product appear in the show.

The following policies will be enforced:

1. All exhibitors in the Parade garages must have a signed contract, paid in advance to SUHBA.
2. No agreements, either verbal or in writing, may be initiated by the Parade builder with any other person or legal entity.
3. Should a Parade builder wish to exhibit the work of his company's "EMPLOYEES" in the garage as part of the builder exhibit in that garage the following criteria MUST be met PRIOR to set-up in the garage to be within the parameters of the Advertising Policy.
  - The services/product/results of workmanship displayed in the garage may only be identified as the name of the Parade builder's company.
  - If the Builder chooses to identify the individual names of employees who performed the service/product/result on display in the home, the employee must be a "bona fide" employee being paid by the company identified as the Parade Builder. This definition would be defined as individuals listed on Builders payroll reports to verify actual employment by the Builder (as opposed to 1099 or contract labor).
  - If the individual employee is identified in the garage they must NOT have a business for profit owned by the employee they are advertising in addition to their employee status. Should they perform other services for hire for any other individual or entity, they MUST sign the Exhibit Space Agreement, pay the non-member fee or join the association in the business name they generate revenue from and pay the member fee.