



2026 EXHIBITOR KIT

EVENT DETAILS

Dates: March 13 & 14, 2026

Move-in, March 12th at assigned times.

Move-out, March 14th 6:01pm

Show Hours: Friday 1pm to 8pm - Saturday 10am - 6pm

Location: Holland Civic Center Place

150 W 8th St Holland MI 49423

www.lakeshorehomeshow.com



EXHIBITOR & SPONSOR REGISTRATION

Complete steps on our website landing page.

NOTICE:

By registering for the event, you are agreeing to the event Rules and Regulations. By registering for the event you are only submitting your application- Not all vendors will be approved. The Lakeshore HBA has final approval of all vendors. Failure to comply with any of the rules, regulations, terms or conditions could result in a ban on participation in the Lakeshore Home Show.

Point of Contact:

If you register your company but will NOT be the main point of contact for show details & communication, please let us know their information ASAP. We want to make sure all communication is reaching the right person. Email admin@lakeshorehba.com with contact name(s) and email address.

Booth Size:

Great Room: 10'w x 8'd (single); 20'w x 8'd(double)

North Hall: 10'w x 10'd (single); 20'w x 10'd (double)

****All payment is due at the time of registration.**

MOVE-IN

Thursday, March 12th: Time Assigned

1. Arrive at your designated load-in time (assignments given closer to start of show) This is just for load in. If you have everything in your booth area and “unloaded” during that time frame, you can come back and set up later. We must leave no later than 6:00 pm.

2. Check-in at the Civic Center with: Valorie, Lisa, Megan, or Brittany - see map for two different venue entrances- front Civic Center doors have a ramp or back/West end of Civic Center has loading garage doors.

Valorie Cell 616-836-7494

Lisa Cell 269-491-6382

Megan Cell 616-283-0520

Brittany Cell 616-886-2814

3. Unload vehicles with your own personal dollies- if you have large heavy items there is only a small lightweight ramp to go over a few stairs that will not work for that so please keep that in mind for your load in and out. There is a long walkway/ramp in front so most do loading through the front or side garage doors (depending on your booth location).

UNLOAD AS QUICK AND EFFICIENTLY AS POSSIBLE TO KEEP A CONSTANT SMOOTH FLOW.

4. Drive your vehicle out of the loading area- BE MINDFUL OF PEOPLE WAITING.

5. Return to booth and assemble your display.

6. Booths that requested electricity will have electricity available, but it may not be within your booth. BRING YOUR OWN EXTENSION CORD – if you forgot to ask for electricity and need it, try to see if your neighbor has it or it is available near you. If you cannot figure it out contact Civic Center Staff- we will do the best we can but if it was not requested ahead of time, it is NOT guaranteed.

7. Chairs will be available by request- if needed. Best practice would be to stand in front of your booth welcoming attendee's, and not sitting toward the back of booth on your phone or not engaged.

8. 8ft tables (\$25), table linens (\$25), and high top with 2 chairs (\$50) are available . Please pre-order ASAP if you have not already done so. We will invoice you, and it must be paid by the time of the show. If you do not do so in time and we run out, you will have to have your own.

MOVE-OUT

Saturday, March 14th : 6:01pm-7:00pm

1. IF YOU BRING IT IN, YOU HAUL IT OUT! The show floor should be left in broom-clean condition -NOTHING LEFT BEHIND.
2. Dismantling your booth prior to closing at 6:00pm on Saturday, March 14th is strictly prohibited and a fine may be issued. The show is advertised until 8pm Friday and 6pm Saturday. To maintain the integrity of the show and the safety of guests walking the aisles, please do not start the breakdown of the booth any sooner.
3. Remove your entire exhibit. Bring your own dollies/carts to handle your exhibit move out.
4. Please be packed up and ready to move out prior to parking your vehicle at the loading area.

DURING THE SHOW

STAFF ENTRY

- **NO BADGES- PLEASE FILL OUT GOOGLE DOC**

List all staff and contact information for each on the Google doc.

EXHIBITOR'S LOUNGE

SPONSORED BY

To the left of the stage, under the EXIT sign then down the hall, turn left, then it is on the right.

Adults and exhibitors ONLY!

WIFI

Holland City Public wifi - PW 270River

- Exhibitors may arrive up to one hour prior to opening. **ALL Exhibitors must park in the furthest parking spots to allow attendees to have the closest spaces.**
- Please park in the lot South of the Civic Center.
- The South hall has bathrooms, lockers (bring your own lock), and an exhibitor's lounge to take a break.
- Exhibitors are expected to be in their booth during all published show hours.
- Food will be available for purchase at the Civic Center Concessions.

RULES & REGULATIONS

BOOTH

No signs, apparatus, or equipment may extend above 8' without prior approval. No loudspeakers. Sound must be kept to a volume that will not disturb neighboring exhibits. No helium filled balloons. No food or beverage may be distributed at any time unless approved through the HBA (the venue has restrictions on competing food/beverage however candy bowls are allowed and encouraged).

Carpeting is included in the cost of your booth space. You must return carpeting to its original condition- exhibitors will be charged for any damage. If you would prefer to bring your own flooring, please, feel free to do so. Make prior arrangements with the show manager. The North Hall also has carpet squares.

Exhibitor agrees to confine all activity concerning his display within the limits of his exhibition space. Working the aisles is not permitted. All TV, Radio, Hi-Fi, musical instruments, and other machines producing sound must be kept at a volume that will not disturb neighboring exhibits. Exhibitor assumes responsibility for musical licensing requirements.

STAFFING

All exhibitors are expected to be in their booths during all published Show hours. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during Show hours.

If you are in violation of this rule, your Company will be fined as stated in the Rules & Regulations.

Working the aisles or distributing brochures, etc. from any other area other than your booth is prohibited. Participants/exhibitors must be respectful, courteous and act in a professional manner to Lakeshore HBA and event staff.

SIGNAGE

There are no signs included in your space rental. Please bring S hooks to hang signs/banners from drapery poles. No banners may be hung above exhibit space. Nothing may be attached to Civic Center Walls. Signs must be professional—no handwritten signs.

Advertisement, exhibit, or promotion may include prices but shall not make price comparisons with competitive exhibitors' products.

LIABILITY

Show management has taken reasonable precautions to safeguard exhibits. However, neither LHBA nor the INSURANCE Holland Civic Center Place will assume responsibility for losses to the exhibitor from theft, fire, damage, or any other cause. Exhibitors maintain liability insurance with respect to both property damage and personal injury.

Exhibitors agree to indemnify and hold harmless the Lakeshore HBA and the Holland Civic Center Place against any and all suits, complaints, or liabilities arising out of acts of exhibitor or his representatives, or out of activities within the exhibitor's booth space. Exhibitors must provide proof of a minimum coverage of \$1,000,000 with Lakeshore HBA named as additional insured.

Exhibitors are responsible for damage they cause to the Holland Civic Center Place including walls and floors and for labor charges to remove stains or adhesives from the walls of floors. The driving of nails, tacks, screws, tape, or use of any method of attaching materials to walls, floors or railing is not permitted. The exhibitor will be required to replace, repair, or otherwise assume expense for any defacement or injury of premises caused by his exhibit or his representative.

RULES & REGULATIONS

GUIDELINES

1. Not all vendors/applications/registrants will be approved. HBA staff, committee members, and board members will have final say.
 2. Exhibitor agrees not to sublet or assign any portion of their space.
 3. Exhibitor agrees to provide a complete list of products they will display if requested as a part of this contract agreement. All exhibits must conform strictly to the lines and articles covered in the contract. Lakeshore Home Builders Association, as management, reserves the right to reject or prohibit any exhibit, part of exhibit, or proposed exhibit, including persons, things, conduct, printed matter, catalogs, or souvenirs, which, in its opinion, are not suitable to and in keeping with the character of the Lakeshore Home Show.
 4. Exhibitor agrees to observe designated hours of the show as shown on the brochure.
 5. All goods, ware and merchandise of any kind placed in the exposition is understood to be at the owner's risk and by acceptance of their contract, the exhibitor releases the sponsors and management of, and from any liability for damage, injury, or loss, to any person, or goods, from any cause whatsoever.
 6. Exhibit will be built within the designated areas covered by contract for space. Back walls will be constructed to a height of 8' and sidewalls to a height of 3' unless otherwise permitted by management. The use of pins, staples etc. to hang signs from backdrops will NOT be permitted.
 7. Uniform set-up furnished by the management includes, electric light, power service and general lighting, all within the limits of the facilities. Electrical outlets will be available but may not be positioned within a vendor's booth. Vendor must provide extension cords and tape to secure cords.
 8. No highly flammable or explosive materials will be permitted either for decoration, display or use within the building. The use of paper or fabric display materials will not be permitted unless considered flameproof by management or fire department. The use of pennants and streamers will be frowned upon—they tend to cheapen a display. No combustible engines & no open flames.
 9. Heavy materials or equipment shall not be dragged, skidded or rolled (cart exception) over the floors, but will be carried or moved on wheels such size and type as will not cause scratches or marks irremovable by ordinary routine methods of cleaning.
 10. Materials and equipment that might cause a stain, mark, or discoloration of the floors or walls shall be protected against such damage by water-tight pans, shields, baffles, or other suitable devices. No helium balloons!
 11. Outdoor exhibits, including those with water, soil, rocks, power equipment & machinery, will be placed in the Outdoor Living area within the North Hall.
 12. Management reserves the right to adopt and promulgate such further rules and regulations as shall be reasonably necessary for the convenience and safety of all exhibitors and any and all such regulations or rules shall be as much a part hereof as though fully incorporated herein and the exhibitor agrees to conform and abide by them.
 13. If Exhibitor refuses to comply with the stated rules and regulations, management reserves the right to cancel exhibitor's lease and to remove, at exhibitors' expense, its exhibit and to retain all monies previously paid to it for rent as liquidated damages for exhibitors breach of contract.
 14. Exhibitor fees are non-refundable. (If you are not accepted into the show, your deposit will be refunded).
 15. No distribution of any kind of food or drink will be permitted.
 16. Exhibitors will be charged \$50.00 for any trash (i.e., boxes, crates) left in their booth(s) at move-out time. Exhibitor agrees that any portion of their exhibit left at the exposition site will be moved and or disposed of at management discretion.
 17. There will be a charge of \$250.00 to anyone who is not set up completely at the start of the exposition or to anyone who tears down their exhibits prior to the show closing.
 18. Failure to comply with any of the rules, regulations, terms, or conditions of this contract could result in a ban on participation in the Home Building and Remodeling Show for up to two (2) years.
- REMINDER: ALL Exhibitors must park in the furthest parking spots to allow attendees to have the closest spaces!!

TOOLBOX FOR SUCCESS

Lakeshore HBA office at 616-392-6233. admin@lakeshorehba.com

Contacts **AT SHOW:** Valorie Oonk 616-836-7494, Lisa Kasten 269-491-6382, Megan Stephenson 616-283-0520, or Brittany Ryzenga 616-886-2814 or

“We- as the show” do not do door prizes! However, you are more than welcome to offer this at YOUR booth, and it could attract people to your booth! This is a great way to get leads and contact information. Have the winner pick up at your location and take a picture of them with the prize to share on social media for more fun advertising! Prize giveaways are a wonderful way to attract attention but giving away something “cheap and cheesy” might end up in the trash.

Booth Tips and Show Etiquette

1. Attendees are drawn to “Exciting, interactive, and interesting booths” from all vendors/sponsors! Make it a Can’t Miss Destination with interactive activities that GET them there and KEEP them there... mini golf, spin the wheel, bucket bonanza, bag toss/corn hole, arcade game, immersive VR experience, give aways or demos! Do something that represents who you are! LET US KNOW so we can SHARE your exciting booth.

2. Share the event Facebook page- once you notice it open! Tickets will be available on the Show website: www.LakeshoreHomeShow.com so please encourage your clients, friends, and family to buy them beforehand! OR YOU buy them in advance and give them to clients, suppliers, or the community! Remember, a Members' Only benefit is to order vouchers and only pay for what was turned in at the event!

3. Take advantage of the “I’m a Vendor/Sponsor” graphic on the registration page. Use it as your fb/insta profile!

4. Display your credentials!

5. The 3 Second Rule! Visitors should be able to tell 3 things within 3 seconds of seeing your booth:

- 1) Your Company Name.
- 2) What it is that you do.
- 3) At least one benefit of your product or working with your company.

6. Professional, attractive, & quality signage and banners - company’s name and mission.

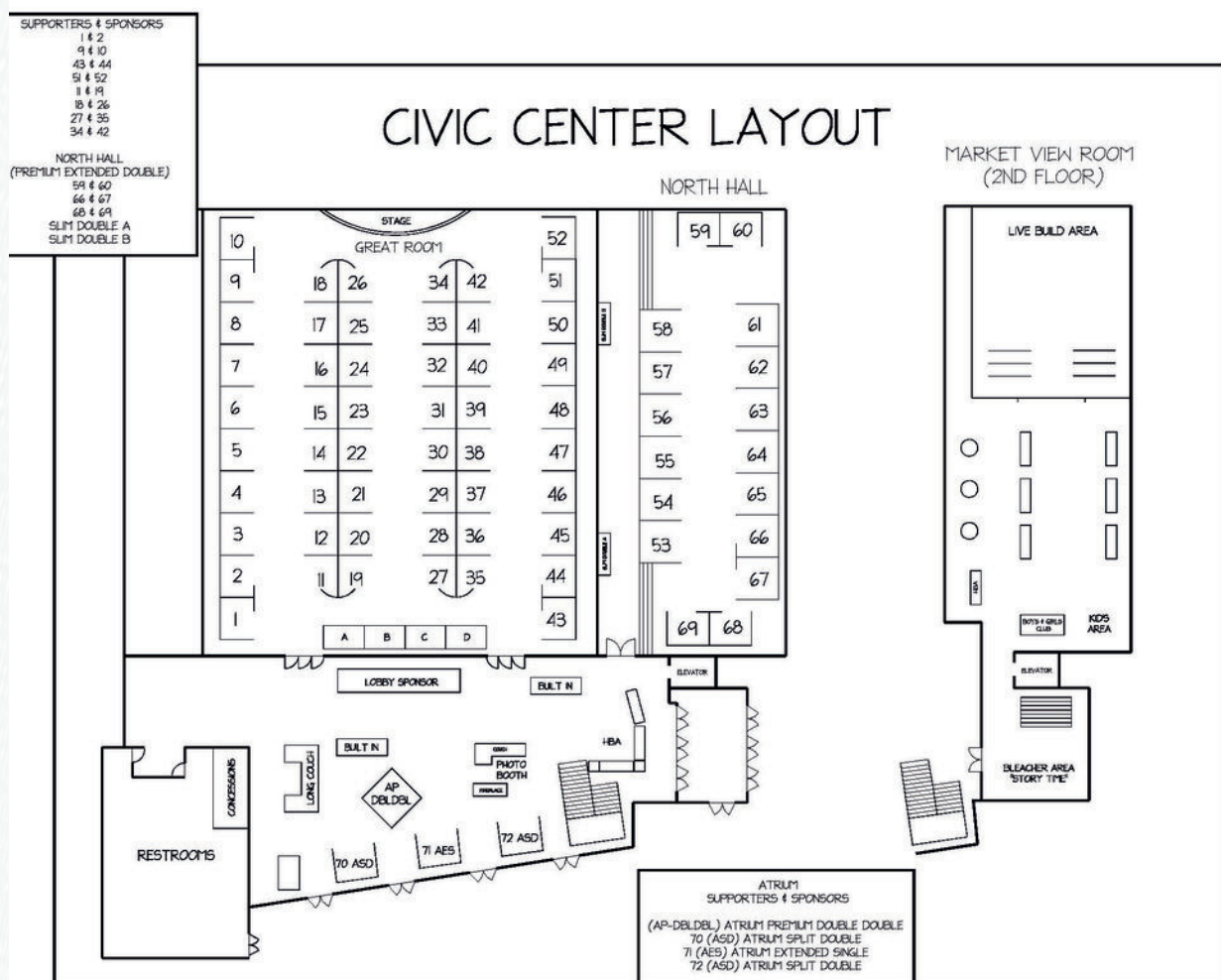
- Make it clean and simple- not too busy!
- Low signage is wasted signage. Go high so people can see it on an easel or tabletop- especially if it is interactive or you have the visitor scan something with their phone.
- Photos can have a significant impact, but less is more and bigger is better than a 4x6 brag album.

TOOLBOX FOR SUCCESS

Your Booth Space

1. STAND (if able) be approachable!
2. Keep the booth open concept as much as possible.
3. Flooring is an easy tool/accessory to use to make your booth look more professional.
4. Furnishings give visitors a place to sit or lean while talking. Keep a small footprint and keep it classy. Create a sales/conversation area with a high-top cocktail table and chairs. (Available to rent)
5. Plants can bring your booth to life and make it more inviting!
6. Lighting can highlight specific areas of the booth, signage, display and catch the eye of potential clients!

BOOTH LAYOUT (SUBJECT TO CHANGE)



ADDITIONAL TOOLS

Program Advertising:

Click Here to be directed to our website/registration for more information.

Sponsorship's Available:

Click Here to be directed to our website/registration for more information.

Social Media Promotions:

We have designed a FB/Insta Profile design that you are encouraged and welcome to use. Please like, share, and promote the event. [Click Here For File.](#)

Exhibitor Discount Code for Tickets:

We created a special discount code for Exhibitors & Sponsors for \$2 off per ticket! This is a unique and special way to share with clients, friends, family or in your emails or company newsletter as a "treat from you to them". They can't get this rate ANY where else.

Code: HSVENDOR

Please do not share on Social Media. If it is shared on Social Media it doesn't feel as personal or unique!

Posters Available:

If you have a high- traffic business location, please let us know!
blurb