



2027 Home & Garden Show

January 30-31

The Mendel Center at Lake Michigan College | Grand Upton Hall
1100 Yore Ave. Benton Harbor, MI



COMPANY INFORMATION

Company Name: _____ Name for Program (if different): _____

Website: _____ Main Phone # _____ Main Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Show Contact Name: _____ Title: _____

Email Address: _____ Direct Phone Line (for contact during show): _____

HBA SW MI Member? ☐ Yes ☐ No ☐ Please send me Membership Info.

License # (if applicable): _____ Type: ☐ Builder ☐ M&A

DATES & TIMES *Exhibitors may not dismantle or remove displays prior to the closing of the show at 4 p.m. Sunday.

SHOW HOURS	MOVE-IN & SET UP	MOVE-OUT & TEAR DOWN
Saturday, Jan. 30- 9 a.m. – 5 p.m. Sunday, Jan. 31- 10 a.m. – 4 p.m.	Friday, Jan. 29 - 5 p.m. – 8 p.m.	Sunday, Jan. 31 - 4:01 p.m. – 6 p.m. Monday, Feb. 1 - 9 a.m. – Noon

BOOTH RATES

Standard Booths include rear and side curtains, 1 table, 2 chairs, WI-FI, and standard electric

Small	(8'x8')	Qty. _____	@ \$700 each (4 available)	= \$ _____
Regular	(10' x10')	Qty. _____	@ \$800 each	= \$ _____
Premium	(10'x10')	Qty. _____	@ \$900 each	= \$ _____

Marketplace Booths limited to cash & carry sales with a focus on garden, artists, handcrafted decor & gifts. Includes 1, 6' table & 2 chairs.

Market	(10'x10')	Qty. _____	@ \$300 each	= \$ _____
SUBTOTAL				= \$ _____

BOOTH PREFERENCE

We will do all we can to accommodate your choices; however, final booth placement is subject to availability.
Show Management reserves the right to modify booth assignments when necessary.

Location Choice(s)

1 _____	2 _____	3 _____
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MEMBER DISCOUNT MEMBERS ONLY: Must be a member of the HBA SW MI in good standing.

HBA SW MI Member Discount	10% off SUBTOTAL	= \$ _____
TOTAL COST OF SPACE	Subtotal - Discount	= \$ _____

ADDITIONAL BOOTH REQUIREMENTS

1 Table	☐ Yes ☐ No	Included
2 Chairs	☐ Yes ☐ No	Included
Electrical	☐ 110v (included) ☐ 220v - \$25	= \$ _____
TOTAL ADD-ONS		= \$ _____
TOTAL BOOTH COST	Total cost of space + Total Add-Ons = \$ _____	

APPLICATION/CONTRACT FOR EXHIBIT SPACE

MARKETING OPPORTUNITIES

Printed Show Program:

☐	Full Page	\$250
☐	Half Page	\$125
☐	Quarter Page	\$75
☐	Business Card	\$50

Enhanced Online Exhibitor Listing

☐ Add \$100

Expand your online presence with a link directly to your website. Add your logo, services and photos to get online leads beyond the show.

TOTAL MARKETING INVESTMENT		= \$ _____
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TOTAL INVESTMENT	(Booth Cost + Marketing)	= \$ _____
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CONTRACT TERMS

- 50% deposit (or payment in full) required to secure booth space.
- Remaining balance due January 15, 2027. Contracts submitted after January 15 require payment in full to secure booth space.

Exhibitors without outstanding balance at time of show will forfeit their space reservation and deposit.

PAYMENT INFORMATION

Payment Method:

☐ Check — Payable to Home Builders Association of Southwestern Michigan (HBA of SWMI)

☐ Credit Card—Visa/MasterCard/AmericanExpress / Discover

Card Number: _____ Expiration Date: _____ CVV: _____

Name on Card: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

☐ I authorize HBA of SWMI to charge the remaining balance to this card on or after January 15, 2027.

AUTHORIZED SIGNATURE: _____

DATE: _____

CERTIFICATE OF INSURANCE **required*

Email your current Certificate of Liability Insurance prior to move-in with Home Builders Association of Southwestern Michigan as Certificate Holder and Additional Insured.

AGREEMENT & SIGNATURE **required*

By signing below, Exhibitor acknowledges receipt of and agrees to this Application/Contract and the Rules & Regulations. Booth assignments are subject to availability and Show Management approval. Participation in the 2027 Home & Garden Show does not guarantee space in future shows. Exhibitor is responsible for maintaining all licenses required for the products and services represented at the show.

AUTHORIZED EXHIBITOR SIGNATURE: _____

DATE: _____

PRINT NAME: _____

RETURN COMPLETED CONTRACT

HBASW Michigan | Email (preferred): info@HBASWM.com or Mail: 717 St. Joseph Dr. #222, St. Joseph, MI 49085