

ATLANTIC BUILDERS CONVENTION

April 5-6, 2017

EXHIBITOR PROSPECTUS



www.ABConvention.com





Exhibitor Prospectus

Invitation to Exhibit

The New Jersey Builders Association (NJBA) invites you to participate in the 2017 Atlantic Builders Convention (ABC) in Atlantic City, New Jersey, April 5 – 6, 2017. More than 6,000 industry professionals attend this conference and expo each year to learn, network and develop business opportunities and celebrate our industry. ABC is the largest building industry tradeshow in the Northeast and for good reason. There's just one thing missing – YOU!

Booth Rental Fees

(Prices and availability subject to change)

	NAHB MEMBER			NON-MEMBER		
	Apr. 1 to Aug. 15	Aug. 16 to Dec. 15	After Dec. 15	Mar. 30 to Aug. 15	Aug. 16 to Dec. 15	After Dec. 15
10' x 10' Standard - Inside	\$1,645	\$1,820	\$1,995	\$2,095	\$2,320	\$2,545
10' x 10' Standard - Corner	\$1,890	\$2,095	\$2,295	\$2,340	\$2,595	\$2,845
10' x 10' Premium - Inside	\$2,270	\$2,385	\$2,520	\$2,650	\$2,785	\$2,920
10' x 10' Premium - Corner	\$2,535	\$2,660	\$2,820	\$2,910	\$3,060	\$3,210
10' x 20' Premium - End Caps	\$4,605	\$4,845	\$5,070	\$4,985	\$5,245	\$5,505
20' x 20' Premium "MA" Main Aisle	\$9,520	\$10,020	\$10,070	\$9,785	\$10,295	\$10,805

What's Included?

- 50 Exhibit Area only Guest Passes (per 10' x 10' booth) for distribution
- 5 registrations (per 10' x 10' booth) for booth personnel
- FREE admission to all educational seminars and after hour events (excludes special ticketed events)
- Company and category listing on the ABC website
- Company name and classification in the Official Show Guide
- 8' back drop and 42' side rails, pipe and drape
- Company name and booth number sign (excludes Main Aisle booths)
- Chance to win a FREE booth at ABC '18

Floor Plan and Reserving Space

To view floor plan and reserve exhibit space, visit www.ABCConvention.com. If you have any questions, please contact the NJBA Office at (609) 587-5577.

Location Information

Atlantic City Convention Center
 1 Convention Boulevard
 Atlantic City, New Jersey 08401



Exhibitor Prospectus

Exhibit Dates & Hours

Wednesday, April 5, 2017

Exhibit Hours: *10am – 4pm

Seminar Hours: 10am – 4pm

Thursday, April 6, 2017

Exhibit Hours: *10am – 4pm

Seminar Hours: 10am – 4pm

*Exhibitors will be allowed into the exhibit area **one hour** prior to the start of the show.

Exhibit Move In Dates & Hours

Monday, April 3, 2017 (20 X 20 OR LARGER BOOTHS)

Hours: 1pm – 5pm

Tuesday, April 4, 2017

Hours: 8am – must be fully set up by 5pm

2+ Club Member Benefits

You are automatically a preferred VIP and member of the 2+Club if you reserve 2 or more ABC booths.

Benefits Include:

- Rent from AEX a 20' carpet or larger and a 6' or 8' draped table and receive FREE (Over \$200 in SAVINGS!): Padding, 2 chairs and Wastebasket
- Access to the 2plus Club VIP Lounge. This upscale area will offer an opportunity to network with your clients who will only have access to this area by way of a 2plus Club member. Light fare will be provided with easy access to a cash bar.
- Company name to be listed on the ABC website under the 2plus Club profile along with a direct link to the company website.
- 100 complimentary guest "Exhibit Floor Only" passes per each 10x10 booth reserved.
- Access to private hospitality rooms on the 3rd & 4th floors of the ABC Convention Hall for a minimal cost.
- Plus several other benefits!

Exhibit Awards

A committee of judges will view the exhibits and 1st, 2nd & 3rd place awards will be presented for BEST DISPLAY in the following categories:

- 10' x 10', and,
- 10' x 20' or larger



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Exhibitor Rights & Labor Policy

The Atlantic City Convention Center has set up a variety of Exhibitor Rights clauses to create a user friendly atmosphere.

Exhibitors' full time personnel have the right to perform the following:

Unload their own privately owned vehicle (POV) provided they adhere to the following guidelines:

- They utilize the space and allotted time designated by AEX for self unloading.
 - Exhibitors may hand carry their materials.
 - They utilize no motorized lift equipment, flatbeds, pallet jacks or convertible carts such as two-wheel carts that convert into flatbed carts.
 - The vehicle is no larger than a mini van or SUV.
 - The vehicle is privately owned (no rental or company vehicles).
- Set up their own display in 10' x 10', 10' x 20' in-line booths as well as island booths up to and including 20' x 20':
 - The installation is performed by full time company employees.
 - Set up and handle their own product within the booth; including but not limited to the installation, interconnection, calibration and operation of equipment.

The Atlantic City Convention Center requires that Union personnel are hired for the following:

- Labor for in-line booths larger than 10' x 20' and island booths larger than 20' x 20' for:
 - Installation of display.
 - Laying exhibitor owned carpet or flooring.
 - Crating & uncrating of show materials.
- Unloading and loading of freight from the following vehicles:
 - Vehicles larger than a mini van or SUV, i.e. cargo van, box truck or trailer.
 - Company owned vehicles
 - Rented vehicles
 - Contracted carriers; including but not limited to couriers, air freight, LTL carriers and van lines.

AEX Convention Services' exhibitor friendly labor policy can bring great benefits and savings to exhibitors. Labor provided by the Carpenters Union is billed on a per hour basis. Take advantage of the discount price by ordering your labor prior to the deadline, **March 8, 2017**. If you have any questions, please contact the AEX Convention Services Office at (609) 272-1600.

In addition, AEX Convention Services will offer labor to those exhibitors who wish to hire AEX Convention Services employees to work in the booth.

To order labor service, access the order form via the ABC website at www.abconvention.com.



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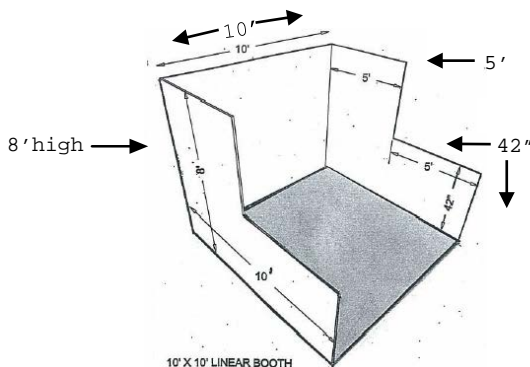
Shipping and Drayage

We are once again proud to offer, through our special arrangement with **AEX Convention Services**, a waiver of Inbound/Outbound overtime charges for your freight shipped to the AEX Convention Services warehouse as well as the Atlantic City Convention Center. This means that as long as your freight arrives during the dates specified in this Exhibitor Prospectus, overtime charges will not be incurred by you for freight loaded or unloaded during overtime periods.

- **Shipping to the AEX Convention Services Warehouse** - Exhibits may be shipped to their warehouse prior to the show for delivery to the Convention Center. Shipping to the AEX Convention Services warehouse will insure that your materials will be in your booth by 8:00 am on Tuesday, **April 4, 2017**. Shipping address for the AEX Warehouse is provided in the AEX Exhibitor Kit which is available via the ABC website at www.abconvention.com.
- It is important that your shipment has a bill of lading showing the number of pieces, weight and description of merchandise, your company name and booth number. Shipments without a bill of lading or documented weight will be estimated and the estimated weight will be binding on both parties.
- Advanced shipping **must arrive** at the AEX Convention Services warehouse **no later than Tuesday, March 21, 2017**.
- **Shipping Direct to the Atlantic City Convention Center** - On Monday, April 3 from 1:00 pm until 5:00 pm and again on Tuesday, April 4 from 8:00 am until 5:00 pm exhibitors may deliver their materials to the Convention Center. Upon arrival, all drivers should register with AEX Convention Service supervisory personnel. Unloading of all trucks will be done on a first come, first serve basis. On Monday, April 3 any and all deliveries will be unloaded by AEX Convention Services and subject to drayage charges. Self-unloading will only be available on Tuesday, April 4. Shipping address for the AC Convention Center is provided in the AEX Exhibitor Kit which is available via the ABC website.
- All exhibitors delivering materials to the Convention Center in their own trucks must remember that no vehicles will be allowed to be left unattended once the exhibit is unloaded. In order to avoid delays unloading your exhibit, it is recommended that exhibitors ship through the drayage company.
- Exhibitors delivering materials to the dock in a privately owned vehicle (POV) may hand carry materials into the exhibit area provided no hand trucks or dollies are used. There will be no self-unloading available on Monday, April 3.
- The Atlantic City Convention Center will not accept shipments on opening day of exhibits.
- If you have any questions or would like assistance, please call AEX Convention Services at (609) 272-1600, Fax: (609) 272-1680.

Booth Restrictions – *These restrictions will be strictly enforced on-site*

- Each booth (with the exception of booths located on the Main Aisle) is draped 8' high on the backline and 42" high on the sideline.
- The sidelines of adjoining booths cannot exceed 42" for the 5' closest to the aisle so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space.



- Any display extending above the 42" side-rail must ensure that all exposed areas facing the adjoining neighboring booth are finished off with board, drape or some other comparable material. These areas facing your adjoining neighbor should not have any company name, logo or any other advertising copy.
- Any exhibitor occupying a 10' x 20' or larger exhibit space on the main aisle must adhere to an "open concept" design. All exhibitors must submit a design plan upon space reservation to be approved by Show Management.
- Helium Balloons - Helium balloons are permitted in the Center only when they are securely anchored to exhibits. Balloons may not be given away. A fee will be charged by the Convention Center for the removal of any balloons that rise to the ceiling.
- Propane tanks are NOT allowed into the convention center.
- Fuel Operated Vehicles - Fuel tank must be only 1/8 full and have a locking gas cap; keys must remain in the possession of AEX while vehicle is parked on the exhibit floor.
- The battery must be disconnected at both leads. Contact AEX Convention Services to coordinate arrival time.
- It is expressly understood that no "wet" masonry or plastering fabrication will be permitted. Exhibitors will be responsible for any damage, which might result, to buildings or furnishings as a result of their exhibit.
- Noisy exhibits, or those in bad taste in the judgment of the ABC, will not be permitted. ABC reserves the right to remove any objectionable exhibits, persons, advertisements, or any other feature or action, which might not conform to the high standards of the convention. In such instances, there will be no refunds.
- All aisle space is subject to local fire regulations and shall not be used for demonstration purposes or oversized displays.
- No attachments are to be made to the building.



Exhibitor Prospectus

Booth - Catering

Any exhibitor offering food and/or beverage sampling must first be approved in advance.

Upon approval, we ask the exhibitor adhere to the following:

- Arrangements for food and beverage items, used as traffic promoters
- (i.e. popcorn, ice cream, coffee, candy, alcohol), must be arranged through the catering dept.
- Other items dispensed are limited to products manufactured, processed or distributed by the exhibiting firm and must be directly related to participation in the event.
- Food items must be limited to “sampling” or “bite-size” portions.
- Liquids or beverages are limited to 4 ounces; food products are limited to 2 ounces.
- Booth attendants, Bartenders, Kitchen runners and Ice Services may be contracted through the Food & Beverage department.
- Some dry and refrigerated storage may be available, but must be requested through the Food & Beverage Department. A fee may accompany this service.

All services and payments must be contracted with Spectra separately. If you are planning to use the catering services, please call Spectra directly at 609-449-2058, or send e-mail to: Jessica_Salway@comcastspectacor.com. You can also download the order form at: www.abconvention.com.

Branding Tools



Maximize exposure and generate interest in your company’s products and services with one or more of ABC’s branding tools.

Tools include:

- Print Advertising
- Electronic Advertising
- Direct to Attendees
- Show Floor Opportunities
- Special Event Opportunities

For a complete list of Branding Tools, visit www.ABConvention.com.

Custom sponsorships are also available upon request. Contact NJBA to discuss at 609-587-5577.



Exhibitor Prospectus

2017 Exhibitor List (as of 5/5/2016)

Booth No.	Company Name	Booth No.	Company Name
906	1st Financial Bank USA	803	Investors Bank
819	2-10 Home Buyers Warranty	616	J.M. Pereira & Sons, Inc.
1209	84 Lumber	1413	JEM Appliance
807	Amboy Bank	MA4	Jersey Shore Group (Accredited Home Elevator)
409	American Standard Brands	1100	Johnny on the Spot, Inc.
809	Anthony & Company	911	Kipcon Inc.
614	Archer & Greiner, P.C.	416	Macaro Iron Works
619	Avalon Flooring	MA0	MaGrann Associates
MA17	Awnings by Bill Lloyd	820	Martin Architectural Group
1000	Bisgaier Hoff, LLC	810	Maser Consulting P.A.
723	Bowman Consulting Group, LTD.	1107	Merit Service Solutions
805	C&L Services	MA1	Meyers Research LLC
1213	Cabinet Logistics	509	MidAtlantic Engineering
922	Cantsink	1409	Moen Inc.
720	Caruso Excavating	905	New Jersey Fire Sprinkler Advisory Board
1219	Citizens Bank	1115	Next Level Construction, Inc.
812	Columbia Bank	806	Norbord
715	Construction Journal	816	Pella Windows
1010	Custom Fiberglass Installations	801	Penn Jersey Signs
623	Day Pitney	512	Prime Management, Inc.
902	Delaware Quarries, Inc.	907	Professional Warranty Service Corporation
1211	Eastern Door Supply of NJ	914	Residential Warranty Company
722	EcolSciences, Inc.	711	RGA, Inc.
815	Engineering & Land Planning	1216	SESI Consulting Engineers
1019	F&C Professional	912	Shepherd's Finance
1007	Flaster Greenberg PC	609	Stark & Stark
1013	French & Parrello Associates	804	Taylor Photo
1109	Fullerton Grounds Maintenance	1207	Taylor Wiseman & Taylor
825	FWH Associates	721	The Thesing Companies
419	GE Appliances	520	Toll Brothers, Inc.
MA9	General Plumbing Supply	823	Trident Environmental
1009	Giordano, Halleran & Ciesla	923	UpTite Fasteners
1210	Good Directions	921	Valley National Bank
909	Greenbaum, Rowe, Smith & Davis LLP	1509	Van Note Harvey Associates
712	Groundscare Landscape	1004	Water Resource Technologies
612	HF Closet Systems	MA13	Wells Fargo Home Mortgage
714	Hidow Professional	910	Wilkin & Guttenplan PC
709	Hill Wallack LLP	1016	Windowrama
800	Huber Engineered Woods		

Add your name to the Exhibitor List, visit www.ABConvention.com to reserve your space today!



Exhibitor Prospectus

Exhibit Move Out Dates & Hours

Thursday, April 6, 2017

Hours: *4pm – 9pm

Friday, April 7, 2017

Hours: 8am – 12pm

***NO** move-out or dismantling may begin before 4:00pm on Thursday, April 6, 2017. Refer to your signed Contract and the Jurisdictions and Rules & Regulations provided “On-Line”. **All violators will be assessed a fine and lose their priority status for the 2018 Convention.**

Exhibitors must provide personnel who pick up their exhibit with proper identification and a listing of the merchandise to be removed from the Convention Center. Guards will be on duty at the freight entrance to ensure that this procedure is complied with.

Information regarding outbound shipments may be obtained from the AEX Convention Services service desk located in the main registration area. If for any reason you wish to have your exhibit returned to the AEX Convention Services warehouse and held for pick up at a later date, these arrangements can also be handled at the AEX service desk before the close of the show.

All exhibits must be removed from the exhibit area by **12:00 Noon on Friday, April 7, 2017**. The Convention Center will **NOT** allow storage of exhibits after this time. Any exhibitor who has not packed his booth ready for removal by 12:00 Noon will have his booth dismantled, packed and removed by the official service contractors. The exhibitor will be responsible for charges involved.

Liability

- The Atlantic Builders Convention (ABC), the Atlantic City Convention Center and AEX Convention Services are not responsible for any injury to any exhibitor or the exhibitor's employee or property, or for the loss by theft, fire, damage, delay or any cause whatsoever, while exhibits and merchandise are in transit to or from the building, or while in the building.
- All materials that are to be used at this convention shall comply with the provisions of federal, state, or local codes or regulations of any agency having jurisdiction.
- We urge you to review this information and if you have any questions, do not hesitate to contact the ABC office (609) 587-5577. **Additionally, it is imperative that you share this information with members of your staff who are responsible for your booth.**