

ATLANTIC BUILDERS CONVENTION

April 1 - 2, 2020

EXHIBITOR PROSPECTUS



ABConvention.com



**ATLANTIC
BUILDERS
CONVENTION**

Hosted by New Jersey Builders Association

Invitation to Exhibit

The New Jersey Builders Association (NJBA) invites you to participate in the 2020 Atlantic Builders Convention (ABC) in Atlantic City, New Jersey, April 1 - 2, 2020. 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.

Booth Rental Fees

	NAHB MEMBER		NON-MEMBER	
	June 1 to Aug. 31	Sep. 1	June 1 to Aug. 31	Sep. 1
<small>(Prices and availability subject to change)</small>				
10' x 10' Standard - Inside	\$1,820	\$2,195	\$2,320	\$2,720
10' x 10' Standard - Corner	\$2,095	\$2,470	\$2,595	\$3,020
10' x 10' Premium - Inside	\$2,385	\$2,760	\$2,785	\$3,210
10' x 10' Premium - Corner	\$2,660	\$3,035	\$3,060	\$3,485
10' x 20' Premium - End Caps	\$4,845	\$5,220	\$5,245	\$5,670
20' x 20' Premium "MA" Main Aisle	\$10,020	\$10,395	\$10,295	\$10,720

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 '21

Floor Plan and Reserving Space

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

Location Information

Harrah's Waterfront Conference Center
777 Harrah's Blvd.
Atlantic City, New Jersey 08401

Exhibit Dates & Hours

Wednesday, April 1, 2020

Exhibit Hours: *10am – 4pm

Seminar Hours: 10am – 4pm

Thursday, April 2, 2020

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, March 30, 2020 **(20 X 20 OR LARGER BOOTHS)**

Hours: 1pm – 5pm

Tuesday, March 31, 2020

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

Exhibit Awards

A committee of judges will view the exhibits and awards will be presented in the following categories;

- Best Exhibit, Large (10x20 or larger)
- Best Exhibit, Small (10x10)
- Most Interactive
- Best ABC Promoter

Guidelines

Atlantic Builders Convention Conference & Expo
For additional detailed information, order forms & updates
Please visit: www.abconvention.com

1. UNION JURISDICTION RULES, HARRAH'S WATERFRONT CONFERENCE CENTER REGULATIONS, TERMS & CONDITIONS:

- Are posted on www.abconvention.com, **for your protection, please review them.**
- **ALL ORDER FORMS** are accessible via the ABC website at www.abconvention.com.
- The AEX Convention Services DEADLINE FOR DISCOUNT PRICES IS **March 18, 2020.**

Warning – All Orders Received after that date will be charged at a higher rate.

2. SHIPPING AND DRAYAGE:

- **Shipping to the AEX Convention Services Warehouse** - The official drayage contractor for our show is AEX Convention Services. Phone: (609) 272-1600 Fax: (609) 272-1680. Exhibits may be shipped to their warehouse prior to the show for delivery to the Conference Center. Shipping to the AEX Convention Services warehouse will insure that your materials will be in your booth by 8AM on Tuesday, March 31, 2020. If you have any questions or would like assistance, please call AEX Convention Services at (609) 272-1600. 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 24, 2020.**
- **Delivery to the Harrah's Waterfront Conference Center** - On Monday, March 30 from 1PM until 5PM and again on Tuesday, March 31 from 8AM until 5PM exhibitors may deliver their materials to the property. 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, March 30 all deliveries will be unloaded by AEX Convention Services and subject to drayage charges. Self-unloading will only be available on Tuesday, March 31.

- All exhibitors delivering materials to the Harrah's Waterfront Conference Center in their own trucks must remember that no vehicles will be allowed to be left unattended once the exhibit is unloaded. 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. A (POV) is a privately-owned vehicle (no rental or company vehicles) no larger than a minivan or SUV. There will be no self-unloading available on Monday, March 30.
- The Harrah's Waterfront Conference Center will not accept shipments.

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 advance warehouse as well as show site. This means that if your freight arrives during the dates specified in the Exhibitor Kit overtime charges will not be incurred by you for freight loaded or unloaded during overtime periods.

3. LABOR POLICY

AEX Convention Services' exhibitor friendly labor policy can bring great benefits and savings to exhibitors. There will be no restrictions on exhibitors working in their inline booths up to and including 10' x 30' and island booths up to and including 20' x 20' if all persons in the booth are fulltime employees of the exhibitor.

For inline booths that are larger than 10' x 30' and islands larger than 20' x 20' labor will be provided by the Carpenters Union and billed on a per hour basis. Take advantage of the discount price by ordering your labor prior to the **March 18, 2020** deadline. 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.

4. INSTALLATION OF EXHIBITS

Monday, March 30, 2020

1PM – 5PM exhibits 20' x 20' or larger; all others 3PM – 5PM.

Tuesday, March 31, 2020

8AM – 5PM all exhibits.

Wednesday, April 1, 2020

7AM – 9AM all exhibits.

All exhibits **MUST** be fully set up by 9AM on Wednesday, April 1, 2020.

5. DISMANTLING OF EXHIBITS

- Exhibitors are required to keep their space manned until 4:00 pm on Thursday, April 2, 2020.
- **NO** move-out or dismantling may begin before this time. 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 2021 Convention.**
- Exhibitors must provide personnel who pick up their exhibit with proper identification and a listing of the merchandise to be removed from the Harrah’s Waterfront Conference 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 later, 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 **11:59PM on Thursday, April 2, 2020**. The Harrah’s Waterfront Conference Center will **NOT** allow storage of exhibits after this time. Any exhibitor who has not packed his booth ready for removal by 11:59PM will have their booth dismantled, packed and removed by the official service contractors. The exhibitor will be responsible for charges involved.

6. EXHIBIT HOURS

The exhibit show floor will be open for the following hours:

Exhibitors will be allowed into the exhibit area **three hours** prior to the start of the show on:

Wednesday, April 1 and **one-hour** prior on Thursday, April 2.

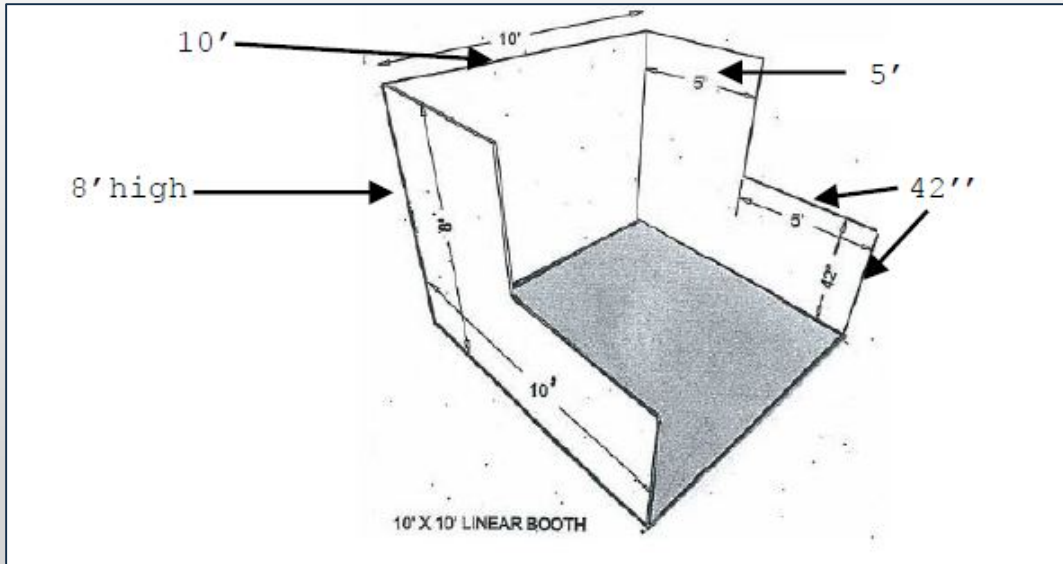
Wednesday, April 1 10AM – 4PM

Thursday, April 2 10AM – 4PM

7. BOOTH RESTRICTIONS – **These restrictions will be strictly enforced on-site*

- Each booth (except for booths located on the Main Aisle) is draped 8' high on the backline and 42" high on the sideline.
- All Main Aisle center spaces must adhere to an open-concept booth design. **A design plan must be submitted to Show Management for approval – no exceptions.**

- 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 Harrah's Waterfront Conference Center for the removal of any balloons that rise to the ceiling.
- Propane tanks are NOT allowed into the conference center.
- Fuel Operated Vehicles - Fuel tank must be only 1/8 full and have a locking gas cap.
- 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 because 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.

8. LIABILITY

- The New Jersey Builders Association (NJBA), the Atlantic Builders Convention (ABC), Harrah's Resort Atlantic City, Caesars Entertainment 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.**

9. BRANDING TOOLS

ABC offers a wide array of advertising and marketing opportunities to help enhance your presence on the exhibit floor. We encourage you to visit the ABC website at www.abconvention.com for details.

10. BOOTH – CATERING

All food and beverage items must be supplied and prepared by the Harrah's Resort Atlantic City. Food items may not be removed from the premises or to be transferred to guest rooms or hospitality suites as per the Health Department Regulations. No food or beverage may be brought into the Harrah's Resort Atlantic City by a guest or attendee including exhibitors.

Branding Tools

Please check the tool(s) you are interested in and fill out the payment information at the bottom of the page. Questions? Contact Diane Nicolo-Pocino at (609) 570-2155 or diane@njba.org.

	Item	Exhibitor Price		Non-Exhibitor Price	
Special Event Opportunities	ABC Dance Party	\$1,500	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>
	NJBA Annual Board of Directors Meeting	\$1,500	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>
	President's Cocktail Party	\$2,500	<input type="checkbox"/>	\$5,000	<input type="checkbox"/>
Direct to Attendees	Badge Recycler	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Charging Station	\$1,500	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>
	Coat/Bag Check	\$300	<input type="checkbox"/>	\$600	<input type="checkbox"/>
	Coffee/Tea/Donut Bar	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Lanyards	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Show Bag Insert	\$250	<input type="checkbox"/>	N/A	<input type="checkbox"/>
	Show Bags	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Snack Bar Sponsor	\$1,000	<input type="checkbox"/>	\$2,000	<input type="checkbox"/>
Print/ Electronic Advertising	Water Station	\$350	<input type="checkbox"/>	\$700	<input type="checkbox"/>
	Mobile App Banner Ad	\$500	<input type="checkbox"/>	N/A	<input type="checkbox"/>
	Mobile App Push Notifications	\$750	<input type="checkbox"/>	N/A	<input type="checkbox"/>
	Official Show Guide	\$350	<input type="checkbox"/>	\$700	<input type="checkbox"/>

Mail or E-mail Completed Agreement Form to:
ATLANTIC BUILDERS CONVENTION
 One Washington Blvd., Suite 5
 Robbinsville, NJ 08691
 P: (609) 587-5577 F: (609) 755-0388
 E-mail: diane@njba.org

Contact name:		Company:	
Phone:	Fax:	E-mail:	
Form of payment: <input type="checkbox"/> Check (payable to Atlantic Builders Convention)		Total amount: \$	
<input type="checkbox"/> AMEX <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Discover			
Credit card #:		Expiration date:	CW:
Billing address:			
Name as it appears on card:		Signature:	

Hotel & Travel

Harrah's Resort

The Official Host Hotel of the Atlantic Builders Convention: Conference and Expo

With its sophisticated marina setting and an infinite roster of world-class resort amenities, Harrah's Resort is a premier hotel destination, boasting beautiful views and non-stop action. You'll wish your stay could last a lifetime. **The current parking fee per stay is \$5.00 for self-parking or \$10.00 for valet parking for all overnight hotel guests.**

Rate: \$99.00 ++ per night, single or double occupancy

The ++ denotes 14% tax (\$12.46) + Tourism/Occupancy/Resort Fees (\$24.00) = \$125.46 inclusive per room per night. Rates are also subject to an Atlantic City Tourism Promotional Fee, currently \$2.00, and a New Jersey State Occupancy Fee, currently \$3.00, per room, per night.

Resort Fee to include: Unlimited local phone calls (no long distance or international calls), \$5 voucher towards self-parking and basic wi-fi to include two devices per room per day.

Call-In Reservations: Call the Harrah's Reservation Department directly at 888.516.2215. Identify yourself using the group code SH03BA0 or Atlantic Builders Convention in order to receive the group discounted rate over the dates of March 30 – April 3, 2020.

On-line Reservations: <https://aws.passkey.com/go/SH03BA0>