



December 2011

Dear Potential Exhibitor/Sponsor:

Our 6<sup>th</sup> annual *Come Home to Howard County Housing Fair* is right around the corner, and we hope that you will join us at this highly anticipated event. We attracted over 800 attendees in search of Howard County living information, who talked with 47 exhibitors at last year's Fair. There is no other event like this in the region so you don't want to miss this!

The *Come Home to Howard County Housing Fair* will be held on **Saturday, April 14, 2012 from 10:00 a.m. to 2:00 p.m.** at Long Reach High School and is brought to you by County Executive Ken Ulman and Howard County Housing.

This free event is a unique opportunity for the community to meet with a full range of real estate professionals; receive a free credit report; take a guided bus tour of select new housing developments; win free prizes from drawings throughout the entire event; and possibly be the winner in our housing lottery drawing. Participants can select from over 20 educational sessions throughout the day, from *Buying Your First Home* to *Foreclosure Prevention* – an excellent way for you to connect directly with consumers.

We market this event throughout the greater Baltimore region through print and online advertising, social media, radio and television promotions, including reaching out to foreign born residents. Our web site, **[www.ComeHomeToHowardCounty.org](http://www.ComeHomeToHowardCounty.org)**, will continue to serve as the portal for this event and other housing agency event related information.

We invite you to become a sponsor or exhibitor and present your products and services to this highly sought after audience. Exhibit space goes fast and is limited, so don't wait to respond. Please review the enclosed materials and submit your registration form today.

**The deadline for exhibitor applications and payment is March 28, 2012.** For questions, please contact Christopher Julien at (410) 313-6343 or [cjulien@howardcountymd.gov](mailto:cjulien@howardcountymd.gov).

Thank you for your support of Howard County living, a great place to call home!

Sincerely,

Stacy L. Spann  
Director, Howard County Housing





**Saturday, April 14, 2012**  
 10:00 a.m. to 2:00 p.m.  
**Long Reach High School**  
 6101 Old Dobbin Lane  
 Columbia, MD 21045

**Full payment must be received with registration to secure space at event**

**Registration & Payment due March 28, 2012**

**Make checks payable to:**  
 Howard County Housing Commission

**Mail to:**  
 Come Home to Howard County  
 c/o Howard County Housing Commission  
 6751 Columbia Gateway Drive  
 3<sup>rd</sup> Floor  
 Columbia, MD 21046

**Contact: Christopher Julien**  
 Fax: (410) 313-6064  
*(no coversheet required)*  
 Phone: (410) 313-6343  
 cjulien@howardcountymd.gov

**Exhibitor Set up:**  
 Saturday, April 14, 2012  
 7:30 a.m. to 9:30 a.m.

**Submit this form NOW to reserve your placement.**

**Submit full payment with registration to secure your space.**

[www.ComeHomeToHowardCounty.org](http://www.ComeHomeToHowardCounty.org)



# EXHIBITOR REGISTRATION FORM

Exhibitor Name (as it will appear for signage): \_\_\_\_\_  
 \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

Phone: (O) \_\_\_\_\_ (F) \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Select ONE (see attached sheet for pricing tiers):**

## SPONSORSHIPS

- \$ 4000 Exclusive Housing Partner
- \$ 3000 Platinum Sponsor
- \$ 2500 Gold Sponsor
- \$ 2000 Silver Sponsor

## EXHIBITORS

- \$ 950 Exhibitor Plus+ (for-profit company)
- \$ 450 Exhibitor Plus+ (non-profit)
- \$ 650 Exhibitor (for-profit company)
- \$ 150 Exhibitor (non-profit)
- \$ 50 Howard County Government Agency **only**

## **Exhibitor Requirements:**

- \$25 Electrical connection(exhibitor provides extension cord)

## **Exhibitor Fees:**

Total of above costs \$ \_\_\_\_\_

*Booth location is determined in order of receipt of registration and payment.  
 \*Please Note that on-site WiFi connections are not available.*

- Consumer education sessions are a big attraction of the event;** please indicate if you are interested in teaching one. Please give topic and instructor name(s): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- Donate a Prize!** We give away exciting prizes throughout the day. Check this box if you have a donation and we will follow up with you, it's a great way to call attention to your company! *Exhibitors are not eligible to win prizes.*



## SPONSORSHIP & EXHIBITOR OPPORTUNITIES 2012

### SPONSORS

Sponsors may select from a variety of levels, all of which offer premium exposure to Fair participants:

#### **BENEFITS FOR ALL SPONSORS INCLUDE:**

- 8' X 8' booth space at event, 8' skirted table, 2 chairs, booth sign with logo indicating sponsor
- Lunch for company representatives at event in private catering room
- Advertisement featured in special Patuxent Publishing Housing Fair insertion (Columbia Flier, Howard County Times, Laurel Leader & Sound Off - 100,000+ pieces) and distributed by Howard County Housing throughout the year.
- Sponsored social media exposure through guest blog posts on website, and postings on Howard County Housing Facebook page and Twitter account.
- Logo featured on event banner signage
- Logo included on web site as sponsor with link and listing as an event exhibitor (stays on website through next event)
- Logo featured on event agenda as sponsor
- Preferred booth location
- Guarantee to teach at least one education session

### SPONSOR LEVEL OPTIONS

#### **EXCLUSIVE HOUSING PARTNER SPONSORSHIP \$4,000**

- Full page, back cover, color ad in special Patuxent Publishing Housing Fair insertion
- Speaking opportunity at lottery drawing presentation
- Expanded booth area, up to two booth spaces; includes electric
- One company-logoed merchandise item to be pre-stuffed into guest goodie bags
- Guarantee to teach at least two education sessions

#### **PLATINUM SPONSOR \$3,000**

- Half-page, color ad in special Patuxent Publishing Housing Fair insertion
- Corporate logo featured on guest eco-bag, distributed at registration

#### **GOLD SPONSOR \$2,500**

- Half-page, color ad in special Patuxent Publishing Housing Fair insertion

#### **SILVER SPONSOR \$2,000**

- Quarter-page, color ad in special Patuxent Publishing Housing Fair insertion

## EXHIBITOR LEVEL OPTIONS

Exhibitors that choose to not be sponsors may select from two packages options, all of which offer excellent exposure to Fair participants:

### EXHIBITOR PLUS+AD

- Quarter page, color ad in special Patuxent Publishing Housing Fair insertion (Columbia Flier, Howard County Times & Laurel Leader – 100,000 pieces) and distributed by Howard County Housing throughout the year.
- 8' X 8' booth space at event, 8' skirted table, 2 chairs, booth sign
- Lunch for two company representatives at event in private catering room
- Listing on website with link as an event exhibitor (stays on website through next event)
- Listing on event agenda as exhibitor
- Opportunity to teach an education session

**FOR-PROFIT COMPANY** **\$ 950**

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**NON-PROFIT ORGANIZATION** **\$ 450**

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### EXHIBITOR

- 8' X 8' booth space at event, 8' skirted table, 2 chairs, booth sign
- Lunch for two company representatives at event in private catering room
- Listing on website with link as an event exhibitor (stays on website through next event)
- Listing on event agenda as exhibitor
- Opportunity to teach an education session

**FOR-PROFIT COMPANY** **\$ 650**

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**NON-PROFIT ORGANIZATION\*** **\$ 150**

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**HOWARD COUNTY GOVERNMENT AGENCY\*** **\$ 50**

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*\* If requested, you must show proof of being a non-profit organization or official government agency to be eligible for these discounts.*



**HOWARD COUNTY, MARYLAND  
 VENDOR/EXHIBITOR/PERFORMER AGREEMENT  
 “Come Home to Howard County” Housing Fair**

Vendor/Exhibitor/Performer hereby makes application to participate in the “Come Home to Howard County” Housing Fair (the “Event”) sponsored by the Howard County Department of Housing on Saturday, April 14, 2012. Vendor/Exhibitor/Performer understands and agrees to abide by all rules and regulations of the Howard County Government and the Howard County Board of Education.

By sponsoring the Event, Howard County is not insuring you or your organization for this Event. You/your organization are completely responsible for damages or injuries that occur to any persons or property whatsoever as a result of your participation in the Event, including but not limited to the exhibit itself. You must have adequate insurance for your participation in the Event. Notwithstanding insurance maintained, Vendor/Exhibitor/Performer agrees to be financially responsible for any and all damage or injury to persons or property caused by its vehicles, property, employees, contractors, agents, or volunteers anywhere on the property, including during set-up and removal of exhibits.

You must understand and practice sound safety procedures for your activities including proper supervision of all staff and activities and proper set up and take down of exhibits.

Vendor/Exhibitor/Performer agrees to hold harmless Howard County Maryland, and the Howard County Board of Education and their respective officers, employees, agents, and volunteers, from and against any and all liability or claims for damages of any kind arising from Vendor/Exhibitor/Performer’s participation in the event.

\_\_\_\_\_  
**Name of Vendor/Exhibitor/Performer - Organization**

\_\_\_\_\_  
**Name of Person Responsible**

Date \_\_\_\_\_

\_\_\_\_\_  
**Signature of Person Responsible and Authorized to Enter into this Agreement on Behalf of Vendor/Exhibitor/Performer - Organization**

\_\_\_\_\_  
**Address**

( ) \_\_\_\_\_  
**Telephone Number(s)**

\_\_\_\_\_  
**E-Mail**



# Come Home to Howard County Housing Fair

April 14, 2012

## Frequently Asked Questions and Other Important Event Information

### Where does the event take place?

Long Reach High School, 6101 Old Dobbin Lane, Columbia, MD 21045

### What time is set-up and breakdown?

Set-up begins at 7:30am and ends at 9:45am. You MUST arrive and claim your table by 9:30am, at which time event crew will start removing any unclaimed tables. Breakdown of your booth may not begin earlier than the official closing of the exhibit hall at 2:00 p.m.

### Where do I unload and park?

The main entrance to the event is on the RIGHT side of the school, where the large parking lot is located and where parking signs are directed. We will offer short-term, unloading parking at the front entrance (facing the Old Dobbin Lane) of the school for your convenience. Once your materials are unloaded you MUST move your car to the long-term parking area so that others may unload. There will be signs and volunteers to assist with directions. DO NOT park in a "no parking" designated areas as these are fire-code tow zoned and they will tow vehicles.

### Once you arrive you must check-in

Exhibitor and sponsor check-in is located at front school entrance (facing the Old Dobbin Lane, where you will park to unload). Here you will receive your sponsorship or exhibitor credentials, location of your booth and lunch tickets. If you do not check in here you will not be able to access the private catered lunch room for exhibitors.

### Where is my booth location?

Booth locations are assigned based on order of receipt of exhibitor registration and payment, with consideration given to sponsors, as well as to availability of electricity for those that request it on their registration forms. We do our best not to place competitors directly next to or adjacent to each other. If you have a special location request please indicate that on your registration form (we cannot guarantee any locations) and we cannot relocate your table at the event.

You will be notified of your booth location the week of the event via email. When you arrive for exhibitor registration please check-in and someone will direct you to your vendor space. All sponsors and exhibitors will be listed on our web site with a link throughout the year, on the event agenda given to all participants and identified with a sign hanging above each table.

### What is included in my booth?

8' X 8' booth space with a pipe and drape back partition, 8' skirted table, 2 chairs and a sign of your company name that we will have printed and displayed (including a logo if you are a sponsor).

### May I have a banner or portable display at my exhibit space?

You may bring a banner to drape from your table or from the pipe and drape partition behind your table as space allows (if you plan on hanging from the pipe please be sure that you have adequate tools to hang from the 2" pipe). Pop-up style displays are welcome as long as they are no wider than 8' and do not interfere with adjacent booths, full-sized displays styles under 8' wide are also welcome.

### Are electricity and wireless internet access available?

Electricity is available, but you must request it on your registration form and pay the additional fee. Please indicate that you require it on your registration form and you will be assigned a space close to an outlet. Please bring your own **outdoor-rated (per fire code)** extension cords and surge protectors. Wireless or hard-wire internet service is not available at the location, but many vendors bring their own wireless air-cards.

### Who will be attending the event?

Last year we had more than 800 attendees – we market the event throughout the greater Baltimore region through a variety of media channels. We print promotional materials in English, Spanish, Chinese and Korean, all are available on our website. Our registrants are predominately in search of housing information, for rent or purchase, and cover the spectrum of age, income levels and family structure. Our website is [www.ComeHomeToHowardCounty.org](http://www.ComeHomeToHowardCounty.org), follow us on Facebook <http://www.facebook.com/HowardCountyHousing> and Twitter <http://twitter.com/HoCoHousing>. **Please contact us if you would like to receive flyers to distribute to your clients.**

**What happens throughout the day at the event?**

The day moves quickly with many activities! A crowd will be waiting to enter at 10:00am, so have your table set up and ready. Over 20 education classes take place from 10:30am – 1:00pm, these sessions last approximately 45 minutes and most will be full. Several guided bus tours will visit new home communities. Prize drawings happen throughout the day with the highlight of the day taking place at 1:15pm with the house lottery and other drawings with the Director of Housing.

**Is food provided?**

Lunch is provided for all staff of sponsors and for TWO staff from each exhibitor booth in a private catered area that is not open to the public, for no additional cost. A lunch ticket will be inserted into the backside of your name tag credentials; do not lose this as you will not be able to receive a replacement. Lunch is specifically ordered based on the number of sponsors and exhibitors at the event. In addition, there is food service on-site for purchase for participants that you may utilize for payment with the vendor.

There is also bottled water available throughout the day and light-fare breakfast in the private area. Supplies are limited and we do not guarantee service to everyone; offerings are first-come, first-served.

**What can I feature in my exhibit space?**

On your registration form, you indicated what type of product and/or service you offer and you may ONLY feature those items in your space. In addition, you may ONLY present items from the company that is indicated on the Exhibitor Registration Form. For example, if you registered as ABC Real Estate Inc., you may offer listings to consumers but cannot also present items from a title company partner; the title company would need to purchase its own exhibitor space. In addition, you are not allowed to circulate throughout the event and solicit participants; you can only do this from your table. This is strictly enforced.

**Who may I have in my exhibit space?**

We encourage you to have more than one person at your exhibit space, as you may find many people waiting to talk and you will need coverage if you teach a class. You may stand behind or in front of your table, as long as you are within your 8' space depth and not encroaching on adjacent exhibitor space. As noted above, you may only present products and services offered directly by the exhibitor and you may not circulate throughout the exhibit hall passing out your information.

**What should I bring?**

You are welcome to bring giveaways such as candies and trinkets to entice people to your table, as well as traditional brochure and collateral information. You should anticipate upwards of 500 people coming to your table. You may also want to bring snacks and beverages for your staff.

**How can I be an education session instructor?**

If you are interested in teaching an education session please indicate that on your registration form and include the topic and instructor name(s). You will be contacted by event organizers regarding event schedule availability and qualifications.

**How can we donate a prize for your drawings and will we be recognized?**

Please indicate on your registration form that you would like to donate a prize and we will contact you. We conduct prize drawings throughout the day for participants. In the past, prizes have ranged from electronics and gift certificates to home inspections. When your prize is drawn, you are invited on stage and may have a photo op with the winner.

**What if I need to cancel my exhibitor space?**

If you need to cancel, please do so in writing via email to [cjulien@howardcountymd.gov](mailto:cjulien@howardcountymd.gov) no later than March 28, 2012; cancellation fees may be assessed. March 28, 2012 there will be NO refunds for cancellations. Verbal cancellations will not be accepted.

**Who has previously been a sponsor / exhibitor?**

Visit our website to view a list of past exhibitors and sponsors [www.ComeHomeToHowardCounty.org](http://www.ComeHomeToHowardCounty.org)

**About Howard County Housing**

Howard County Housing's mission is to provide safe, quality, affordable, and sustainable housing opportunities for low- and moderate-income families who live or work in Howard County and to assist them in moving toward economic independence. Howard County Housing will pursue this mission through open, efficient and accountable processes. Visit our website at [www.ComeHomeToHowardCounty.org](http://www.ComeHomeToHowardCounty.org) for more information.