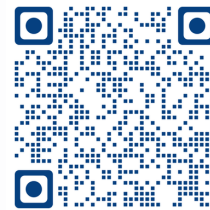




February 5, 6 & 7, 2027
Orr Building at
The Illinois State Fairgrounds



To Register
Use QR Code:



Brought to you by:



Welcome

Dear Potential Exhibitor and/or Sponsor,

On behalf of the Springfield Area Home Builders Association, we are excited to invite you to be part of the **2027 New Home and Remodeling Show**—the Springfield area’s premier event for showcasing the latest in home building, remodeling, landscaping, and design.

The 2026 show drew impressive attendance and fostered valuable business connections throughout the industry. For 2027, we’re building on that success with expanded hours, more advertising, and new event experiences, all designed to deliver even more value to our exhibitors and attendees.

Inside this Marketing Guide, you’ll find everything you need to get started, from booth options and sponsorship packages to promotional tools that can help you maximize your presence. Whether you're a returning participant or joining us for the first time, we’re committed to supporting you every step of the way.

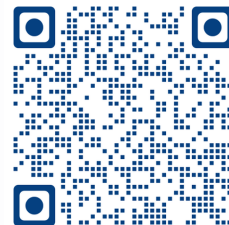
Thank you for helping us grow the Home Show into a cornerstone event for the local housing industry. We’re excited to partner with you to make the 2027 show our most impactful yet.

Let’s build something great—together.

Chris Wellman
President
Springfield Area Home Builders Association



**To Register
Use QR Code:**



<https://www.springfieldareahba.com/home-show>

Why Invest?

Why Invest in the 2027 Home Show?

Participating in the 2027 Home Show is more than just securing booth space, it's an investment in growing your business, strengthening your brand, and connecting directly with consumers who are ready to take action.

Targeted Audience

The Home Show draws motivated homeowners and potential clients from across the Springfield Area, many of whom attend the event with active home improvement, remodeling, landscaping, and building projects in mind.

High-Impact Marketing Exposure

As an exhibitor or sponsor, your business benefits from months of promotional reach, including radio, print, digital, and social media campaigns designed to drive qualified traffic straight to your booth.

Face-to-Face Connections

In today's digital world, nothing replaces the power of in-person interaction. The Home Show gives you the chance to engage with your target audience, answer questions, demonstrate your value, and build lasting relationships that lead to future projects.

Credibility & Trust

Being part of a well-established, association-backed event lends immediate credibility. Homeowners are looking for professionals they can trust and they come to the Home Show expecting to meet exactly those kinds of experts.

Business Growth & Brand Visibility

Whether you're a builder, remodeler, designer, landscaper, or supplier, the Home Show helps keep your business top-of-mind with consumers while also connecting you with other professionals and opportunities within the industry.



Registration Process

Reservation Process for the 2027 New Home & Remodeling Show

We are using the same registration process this year as 2026, and it **does not include an interactive map**.

Before registering, please review the updated booth map to select your preferred space. The map is refreshed regularly to reflect current availability. Once you've chosen your booth, proceed with the registration form to complete your selection.

New this year – Payment Plans Available:

During registration, a deposit is required. You will have the option to select a payment plan that automatically charges your credit card in full or with a payment option. The final due date of December 15, 2026.

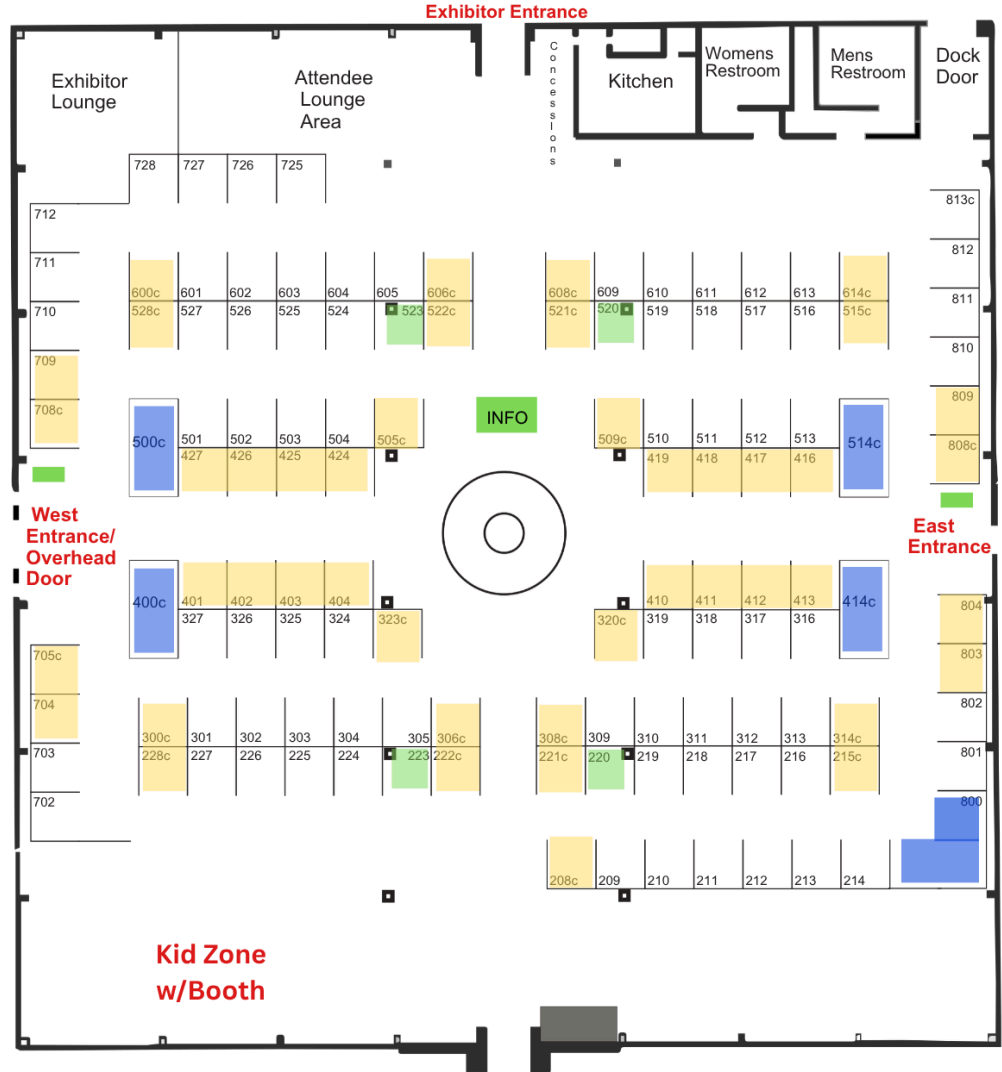
If you prefer to pay the remaining balance by check after making your initial deposit, you may do so. Once your check is received, we will cancel the remaining scheduled credit card payments and update your account accordingly.

Static Booth Option (Limited)

The **Static Booth** is designed for companies that want a presence at the Home Show without committing to full-time staffing during event hours. This booth can include your promotional materials, signage, and display items, allowing attendees to engage with your brand at their convenience. Unlike standard booths, the Static Booth does not require a company representative to be present throughout the show. Our team will monitor the area to ensure materials remain in place and the space stays tidy. Please note: **all other booth types must be staffed during all Home Show hours**. This is an ideal option for businesses looking for exposure without needing to allocate staff for the duration of the event. Please contact Kathy (Kathy@springfieldareahba.com) for more details.



SAHBA 2027 Home Expo Floor Plan



(M) - Member (NM) - NonMember

Premier \$2000(Member Only)

Discounted - \$600 (M) - \$900 (NM)

Prime \$900 (M) - \$1200 (NM)

Standard - \$700 (M) - \$1000 (NM)

■ -Indicates utility pole location

RICHARD ORR BUILDING ILLINOIS
STATE FAIRGROUNDS

Layout prepared by:



Sponsorship Opportunities

Title Sponsor: **3 Available**

\$3,000

Your business name will be included in all advertising, marketing and references as a title sponsor! This also includes a full-page advertisement in the show guide, banner display at show and much more.

Admission Sponsor: **3 Available**

\$1,000

Your business name will be included in advertising when marketing FREE admission courtesy of the Admission Sponsors! This also includes a 15% discount on advertisement in show guide and more.

Food Court Sponsorship: **2 Available**

\$ 750

Your logo will be displayed on large banner at Food Court Entrance.

Facebook Ad Sponsor: **1 Available**

\$ 500

Company name in all paid advertising through Facebook (over \$1,000 in ads) with up to two sentences describing your company's offerings. Your company will get an estimated 100,000 impressions on Facebook!



Sponsorship Opportunities

After Hours Private Party: **2 Available**

\$500

The After-Hours Private Party is held on Saturday night after the doors close. It is a time for exhibitors to network, view the other displays and enjoy a little down time after the first day. Food and beverages will be available for all to take pleasure in. (*Fee covers food and beverages only. If sponsor elects to provide entertainment during the party, sponsor is responsible for any associated costs.)

Reusable Tote Bag Sponsor: **5 Available**

\$ 300

A popular item! Every attendee will receive a tote bag and 500 will feature your company. And best of all, these tote bags will be used many times throughout the community. **Must provide 500 bags that are approved by SAHBA.**

Vendor Lounge Sponsor: **4 Available**

\$ 250

Recognition for providing cold drinks and snacks for vendors, signage at the event.

Banner

\$ 200

Prominently display your company's message where every attendee will see it! Must provide banner (4' wide by 20' long max) that is approved by SAHBA.



2027 New Home and Remodeling Show Agreement

The objective of the Springfield Area Home Builders Association (SAHBA) New Home & Remodeling Show is to provide a forum for building products and services to its members as well as the public. In order to provide a well-balanced, well-regulated, attractive and successful New Home & Remodeling Show, the following rules will be enforced, and no exceptions will be permitted. The New Home & Remodeling Show management reserves the right to enforce strict compliance with these rules and regulations.

PAYMENT:

1. The exhibitor agrees that full payment for all reserved booth space will be made prior to move-in.
2. Booth fees include 8' high curtain backdrop and 3' high side dividers.

RIGHTS OF NEW HOME & REMODELING SHOW MANAGEMENT:

1. The association reserves the right to alter the location of the exhibitor's booths as shown on the official floor plan if deemed in the best interest of the show. The association shall further have the right to prohibit, prevent or remove any part of the exhibit deemed unsuitable or inappropriate for the purpose of the show.
2. Springfield Area Home Builders Association has the right to refuse exhibit space to a vendor that is not displaying goods, services or merchandise that is part of the building trades industry.
3. Specific move-in times will be designated per exhibitor later and time from the Springfield Area Home Builders Association.
4. Due to the large number of companies exhibiting similar products, New Home & Remodeling Show management cannot guarantee that a company exhibiting similar products will not be located nearby.



2027 New Home and Remodeling Show Agreement

GENERAL:

1. Exhibitor indemnifies the Springfield Area Home Builders Association and their directors, officers, employees, agents, and invitees from all actions, claims, demands, damages, cause of action or judgments, including but not limited to property arising, in whole or in part, out of any act or omission or exhibitor or its officers, directors, employees or invitees, done or omitted in connection with the show.
2. Neither the association nor the Illinois State Fairgrounds provide insurance for the benefit of exhibitors. Exhibitors who desire to carry insurance on their displays or for any other purpose must place it at their own expense.
3. The Springfield Area Home Builders Association is not responsible for any exhibitor materials, merchandise or display resulting in loss or damage incurred during move-in, show hours or move-out of the New Home & Remodeling Show.
4. Exhibitors are expected to adhere to the rules of the Illinois State Fairgrounds.
5. Dispensing or serving of food or beverages from the booth must be approved by New Home & Remodeling Show management and Illinois State Fairgrounds prior to the commencement of the show.
6. Soliciting, polling, interviewing, etc. in any part of the Illinois State Fairgrounds, other than exhibitor's booths, must be approved by SAHBA. Circulars, catalogs, magazines, folders, bags and any other matter may be distributed only from within the exhibitor's booth and must be related strictly to the products and/or services on display or available from the individual exhibitor. Distribution from booth to booth or in the aisles is forbidden. Strolling entertainment or moving advertisements outside of an exhibitor's space is not permitted.
7. In the event of postponement or disruption of the New Home & Remodeling Show for any reason, New Home & Remodeling Show management shall have no obligation to make a refund to the exhibitor of any deposit or payments received and neither will the New Home & Remodeling Show management be responsible for any claims whatsoever by the exhibitor arising out of the postponement or cancellation of the New Home & Remodeling Show. The exhibitor hereby waives all claims against New Home & Remodeling Show management for damages and compensation due to cancellation or postponement of the New Home & Remodeling Show.



2027 New Home and Remodeling Show Agreement

BOOTH DISPLAYS:

1. Exhibitors are required to arrange their displays so as not to obstruct the general view or conceal other exhibits. Display space is confined to the leased area and may NOT extend into the aisle area. All signs must be hung within booth space. Company signage and logos can NOT be placed on back of displays and back MUST be finished. Total height of booths and signs MUST NOT exceed 12' (twelve feet). Displays and signage must not pose a safety hazard.
2. The exhibitor will have booth completely set up by 2pm on Friday, February 5th and fully staffed by 4pm on Friday, February 5th for the opening of the show and for all show hours.
3. Fundraising for non-profit groups or charities will be permitted only with permission from the association. Sales and solicitations of any type must take place within the display space allotted to each exhibitor and not within the adjacent aisle space.
4. All materials used in the show must conform to the fire regulations of the City of Springfield Fire Department.
5. No exhibitor shall assign, sublet, or apportion the whole or any part of the display space allotted to them, nor exhibit any goods, service, signs etc. other than those promoting the exhibitor's own product and/or company. Violation of this rule shall be cause for eviction without refund.
6. Exhibits may not begin dismantling until 4 p.m. on the final day of the show. All exhibitors must remove displays and merchandise from the show floor by Noon on Monday. Any materials not removed by exhibitor in this manner will be removed at the expense of the exhibitor.
7. Loudspeakers, radios, televisions or the operation of any machinery or equipment, which is of sufficient volume to be distracting to neighboring exhibits or show visitors, will not be permitted.
8. No refunds of booth fees will be made if the exhibitor fails to occupy booth space in accordance with any of the terms and conditions outlined herein.
9. Exhibitors are responsible for any damage done to the building and/or show decorating materials and displays. All property damaged or destroyed by an exhibitor must be replaced to its original condition at the expense of the exhibitor. Walls and floors of the building must not be marred or defaced in any way. Tacking, taping, or nailing of any sign, banner, etc. to any part of the building or show decorator's display is prohibited.
10. The exhibitor shall be responsible for providing booth equipment (table, chairs, carpeting, extra lighting, etc.). Best Expo, Inc. is the official show decorator. Service order forms will be made available to all exhibitors for any services required for their exhibits. All costs and charges incurred for such services will be the sole responsibility of the exhibitor.
11. Use of water in an exhibit is allowed but must be requested prior to the show and will be charged accordingly. Any damage resulting from the use of water will be at the Exhibitor's expense.



2027 New Home and Remodeling Show FAQs

Q: When and where is the 2027 Home Show?

A: The 2027 New Home and Remodeling Show will be held February 5-7 in the Orr Building at the Illinois State Fair Grounds. The exhibitor will have booth completely set up by 2pm on Friday, February 5th and fully staffed at 4pm for the opening of the show and for all show hours.

Q: How do I reserve a booth space?

A: Booth reservations can be made by submitting the application form linked in this guide or online at <https://www.springfieldareahba.com/home-show>.

Q: What is included in my booth rental?

A: Standard booth packages include an 8' table, two chairs, 8' high curtain backdrop, 3' high and side dividers.

Q: Are there promotional opportunities available?

A: Yes! We offer a variety of advertising and sponsorship packages to help you increase your brand visibility before, during, and after the show. Details are included in this guide.

Q: When is payment due?

A: Full payment for all reserved booth space will be made by December 15th, 2026.

Q: What is the refund policy?

A: Booth fees are non-refundable.

Q: How do I get in touch with someone for help?

A: You can reach us anytime at Kathy@SpringfieldAreaHBA.com or during normal business hours at 217-698-4941. We're happy to answer questions and help you make the most of your Home Show experience.

