



HOME SHOW

COMPLETE GUIDE

CONTACT
info@columbiahba.com

August 29 - 30, 2026
Columbia Mall

www.columbiahba.com



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ABOUT THE HOME SHOW



For decades, the HBA Home Show has been a cherished tradition in Columbia, MO, and this year, we're taking it to the next level with our permanent venue, The Columbia Mall. This exciting change brings a spacious setting, enhancing the experience for this highly anticipated community event.

Join the thousands of Central Missouri residents attending this annual show, all seeking innovative solutions for their homes and families. The HBA Home Show isn't just an event; it's an opportunity for business owners like you to boost your brand. Whether you choose to exhibit your products and services or explore valuable sponsorship options or both, we have a tailored package to suit your business needs.

Don't miss out on this chance to connect with a diverse and engaged audience.

Our audience typically falls into one of these categories:

- Actively looking to build a custom home in the Boone County area, and are shopping for a builder
- Existing homeowners looking for new design trends and ideas for their current homes
- Considering a future move to our area
- Soon-to-be homeowners interested in the design and decorating process
- Realtors doing research on local builders and design trends

2026 Schedule

Saturday, August 29
10:00 – 6:00 PM

Sunday, August 30
11:00 – 4:00 PM

HOME SHOW SPONSORSHIP



Order Form

Company Name _____ Date _____
Street Address _____
City, State, Zip _____ Phone _____
Contact Name _____ Email _____

This form is for sponsorship with the Home Builders Association of Columbia's official 2026 Home Show, Newsletter, and Website. Email info@columbiahba.com with any questions.

Title Sponsor - \$8,000 – 1 Available

Benefits:

- Exclusive title sponsorship of the HBA of Columbia Home Show
- The company logo is prominently featured on all event materials, including posters, flyers, and tickets
- Exclusive naming rights for the event, e.g., "The [Your Company Name] HBA Home Show."
- Prominent placement of your logo on the event website and social media pages.
- Option of up to 4 dedicated booth spaces at the event to promote your business.
- Inclusion in press releases and media promotions
- Recognition on the event's webpage
- Recognition in event-related communications, including emails and newsletters

Presenting Sponsor - \$5,000 – 2 Available

Benefits:

- Exclusive presenting sponsor for the event, e.g., "The HBA Home Shows, presented by [Your Company Name]"
- Prominent placement of your logo on event materials and marketing collateral
- Logo on the event website and social media
- Option of up to 2 booth spaces at the event to promote your company
- Inclusion in press releases and media promotions
- Banner ad on the event's website
- Recognition in event-related communications

Order Form (cont)

Gold Sponsor - \$3,000 – 1 Available

Benefits:

- Recognition as a Gold Sponsor of the HBA of Columbia Home Show
- Logo placement on event materials and marketing collateral
- Logo on the event website
- Option of up to 2 booth spaces at the event to promote your company
- Banner ad on the event's website
- Inclusion in select event-related communications

Silver Sponsor - \$1,000 – 4 Available

Benefits:

- Recognition as a Silver Sponsor of the HBA of Columbia Home Show
- Name placement on event materials
- Name on the event website
- Option for up to 1 booth space at the event to promote your company
- Mention in event-related communications

Bronze Sponsor - \$500 – 6 Available

Benefits:

- Recognition as a Bronze Sponsor of the HBA of Columbia Home Show
- Name placement on event materials
- Name on the event website
- Listing in event-related communications

Consumer Bag Sponsor - \$1,500 – 1 Available

Benefits:

- Recognition as a Swag Bag Sponsor of the HBAC Home Show
- Name placement on event materials
- Name on the event website
- 1,500 co-branded swag bags for consumers to collect swag from booths

HOME SHOW SPONSORSHIP



Order Form (cont)

PAYMENT INFORMATION

(Balance of payment due at time of reservation.)
Deadline 08/25/26.

Sponsorship(s) Requested _____
Sponsorship Price = _____
Sponsorship Price = _____
TOTAL DUE* = _____

*Note: CC payments can be made online after invoice is emailed through our online payment system.

Please check this box to acknowledge you have read and understand our terms and conditions.

By submitting this application, I am reserving a sponsorship for the 2026 Home Show on August 29 - 30, 2026 at the Columbia Mall. I understand sponsorship requests are subject to acceptance of the application by show management and if accepted, I agree to abide by all rules and regulations as outlined in this Application. No refunds will be granted.

By submitting this application, I am reserving booth space in the 2026 Home Show on August 29 - 30, 2026 at the Columbia Mall. I understand exhibit space requests are subject to acceptance of the application by show management and if accepted, I agree to abide by all rules and regulations as outlined in this Application.

Signature: _____ Date: ____/____/____

Printed Name: _____





APPLICATION & CONTRACT FOR EXHIBIT SPACE

August 29 - 30, 2026

Columbia Mall | 2300 Bernadette Dr, Columbia, MO 65203

COMPANY INFORMATION

Contact Name: _____

Company Name: _____

Company Name for show program if different than above:

Mailing Address: _____

City: _____ State: _____ Zip: _____

Physical Address (if different): _____

City: _____ State: _____ Zip: _____

Email: _____

Phone(W): _____ Phone(M): _____

Website: _____

COMPANY CATEGORIES

(Please choose up to 3 categories.)

Baths/Bathroom Products

Gutter Products

Pools, Spas, Hot Tubs

Carpet/Flooring

Cleaning Products & Services

Health & Wellness

Home Entertainment

Publications/Advertising

Real Estate

Concrete Finishing, Products

Renovations/Remodeling

Decks, Porches, Sunrooms

In-Home Services

Security Systems

Energy Conservation, Solar

Kitchen Remodel, Products

Shelving/Organizers

Exterminating & Pest Control

Landscaping Services

Shutters

Food and/or Drink Products

Retail/Medical (please specify) _____

Lawn & Garden Products

New Home Construction

Window Treatments

Outdoor Living/Accessories








Gifts, Housewares

Other (please specify) _____

SPACE RESERVATION

Booth sizes and prices are listed below. **HBAC Members receive discounted pricing**
Booths with the plus symbol (+) represent premium placement.

BOOTH SIZES

 8' x 8' booth member \$650 non-member \$750	 8' x 8' booth + member \$750 non-member \$850	 8' x 16' booth member \$1,250 non-member \$1,450	 8' x 16' booth + member \$1,450 non-member \$1,650
 8' x 24' booth member \$1,650 non-member 1,850	 24' X 24' booth member \$3,000 non-member \$3,400	 Outside member & non-member \$1,000	

All booths include a complimentary 6' skirted table and 2 chairs.
Please indicate if a table is requested and the table size.

Electricity is available for \$100 per booth.

If additional items are needed, contact info@columbiahba.com

- 6 ft. Table
- 2 Chairs
- Electricity

PAYMENT INFORMATION

(Balance of payment due at time of reservation.)
Booth deadline 08/25/26.

Booth Size = _____

Booth Price (from above) = _____

Rental Equipment = _____

TOTAL DUE = _____

- Please check this box to acknowledge you have read and understand our terms and conditions.

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*Note: CC payments can be made online after invoice is emailed through our online payment system.

By submitting this application, I am reserving booth space in the 2026 Home Show on August 29 - 30, 2026 at the Columbia Mall. I understand exhibit space requests are subject to acceptance of the application by show management and if accepted, I agree to abide by all rules and regulations as outlined in this Application.

Signature: _____ Date: ____/____/____

Printed Name: _____

Rules and Regulations

1. **AMENDMENTS:** Show Management has full authority to interpret and amend the Rules & Regulations. If it is determined new rules are needed, Show Management reserves the right to change or amend these rules.
2. **ASSIGNMENT OF SPACE:** Exhibit space is assigned by Show Management. Assignments will be available to view by March 1, 2026. Exhibitors who participate in the 2026 HBA of Columbia Home Show will have first right of refusal to secure their space for the 2027 Home Show. Show Management will make every effort to accommodate requests from those exhibitors provided they have met all deadlines; however, no exhibitor is guaranteed a specific area of the show floor. If deemed to be in the best interest of the show, Show Management may amend the floor plan and/or relocate any exhibit at any time with the understanding that if the exhibitor does not agree with the relocation and forfeits exhibiting in the show, the security deposit (if applicable) and/or full payment for space will be refunded.
3. **BALLOONS:** Helium balloons are allowed. Balloons may be distributed ONLY if they are tied to a dowel and are inflated to a reasonable size.
4. **BOOTH PERSONNEL:** Booths must be staffed by qualified company representatives at all times during show hours.
5. **CHILDREN:** In the event, an exhibitor must bring a child to the show, he or she must remain in the exhibitor's booth unless accompanied by an adult. Children will be required to wear a show ID badge from the exhibitor's allotment.
6. **CLEANING:** Each Exhibitor must keep their own space clean and exhibit in good order while the show is open to the public. The HBA reserves the right to impose additional cleaning requirements to promote public health and to require adherence to all governmental requirements relating to the protection of public health. Cleaning requirements include, a) Removal of all trash off site other than what will fit in trash can provided. b) Any Exhibitor using a display with rocks, bricks, pavers, or blocks will need to have some plywood under it to support the weight. c) Sawing of any materials inside the building must be pre-approved. d) Clean-up of dirt, saw dust, wood chips, sand, and water, etc. is the sole responsibility of the vendor. If there is a spill of water in a booth, it needs to be mopped up immediately. Water standing may cause permanent damage. e) Small rock parts from roofing displays can cause damage to permanent flooring. Please watch all exhibit pieces to ensure there will be no damage to the flooring. f) Failure to abide by clean-up rules is subject to the same penalty as early teardown of booths. (\$250 penalty fee to be billed in writing 10 days of the show and forfeit booth space for the following year). g) Exhibitors are responsible for removing all sold items after the show. Nothing is to be left at the mall after the Show. All sold items must be picked up at the exhibitor's location, or other location outside of the mall. h) Break down boxes before placing them in them in dumpster.
7. **DAMAGE TO THE BUILDING:** Exhibitors may not attach any material to walls, drapes, ceilings, doors, columns, floors, or railings with nails, tacks, screws, carpet tape or any other material except approved brands of double-face cloth tape. All plants, water fountains, etc. should have waterproof plastic material(s) underneath. Exhibitors are responsible for leaving the exhibit floor in its original condition and proper precautions should be taken to prevent damage (either structural or aesthetic) occurring to floor surfaces. No paint, tape, or tape residue should remain on the floor following move-out.
8. **DEFAULTS:** a) Any exhibit space assigned to an exhibitor for which rent has not been paid in full by February 15, 2026, may be reclaimed by Show Management and reassigned. Rent paid for such space will be forfeited by the exhibitor without recourse or refund. b) Exhibit space leased but not occupied at 10am on Saturday, March 16 may be considered forfeited and subject to use by Show Management. All monies paid for such space will be forfeited by the exhibitor without recourse or refund.
9. **DEMONSTRATIONS and AISLE RESTRICTIONS:** a) Aisles are the property of Show Management. a) Exhibits must not protrude into aisles. b) Exhibitors must restrict their activities including demonstrations, sampling areas and distribution of promotional material within the boundaries of their leased exhibit space. c) Any demonstration or activity that results in obstruction of aisles or prevents ready access to nearby booths is prohibited. Should spectators or samplers interfere with the normal traffic flow or overflow of neighboring exhibits, show Management may disallow that exhibitor any further demonstrations or sampling and/or request that the exhibitor leave the show immediately with no recourse. d) No exhibit or demonstration shall be permitted, nor anything be distributed if it is considered a source of danger or annoyance. Show Management reserves the right to prohibit, modify, and regulate any display not in keeping with the policies of the show, or objectionable from its point of view.

10. EVENTUALITIES: Should the exhibition hall be destroyed by fire, the elements or any other cause, or if any circumstance makes it impossible for Show Management to permit the contracted space to be occupied by the exhibitor, the exhibitor waives the right to any claim for damages or compensation except the prorated return of the amount paid for space rental.
11. FIRE REGULATIONS: All materials in the exhibit hall must be nonflammable. Cloth decorations must be able to withstand a flame test as prescribed by the Fire Marshall. A copy of the Fire Marshall's regulations is available for download at <https://www.como.gov/fire/services/>.
12. FOOD: Exhibitors may only distribute or sample food or beverage products with preapproval in advance by show management.
13. HEIGHT RESTRICTIONS: a) Displays may not exceed 6' in height unless approval from Show Management is given in advance. b) Show Management reserves the right to move and/or remove any exhibit exceeding basic height restrictions.
14. INDEMNIFICATION: The exhibitor agrees to indemnify the Home Builders Association of Columbia, its officers, directors, vendors, and employees and hold each of them harmless from and against any and all claims arising out of acts of the exhibitor, its agents, representatives and employees, and all contractors, erectors, delivery persons, suppliers and persons furnishing services, delivery, work or materials at the request of the exhibitor.
15. INSURANCE: Show Management carries no insurance on exhibitor's property and will not be liable for loss or damage by any cause. It is the responsibility of the Exhibitor to maintain such insurance as is appropriate for Exhibitor's participation in the Show, including, but not limited to, liability insurance. Proof of Insurance must be faxed or mailed to the HBA office prior to the show.
16. LIABILITY: Neither the HBA, employees and vendors of the HBA, City of Columbia, owners of the Columbia Mall, their representatives, nor management and staff of Home Show will be responsible for any injury, loss or damage that may occur to the exhibitor or to exhibitor's employees or property from any cause whatsoever, before, during, or after any period of this contract. The exhibitor releases the foregoing parties from all such claims for loss.
17. MANAGEMENT CONTROL: Show Management reserves the right to a) determine the eligibility of any company or product for inclusion in the show and b) prohibit the entrance of and to remove from the premises any person or thing whose presence is detrimental to the interest of the show. c) Upon the refusal of an exhibitor to comply with any of the Rules & Regulations, Show Management reserves the right to cancel the exhibitor's lease and remove his/her exhibit at the exhibitor's expense. d) Management reserves the right to prohibit participation in future shows.
18. MUSIC: The playing of music (live, recorded, radio or otherwise) is prohibited on the show floor. Exhibitors may play music from their booths if the volume level is not disruptive to Exhibitors and the Public.
19. NOISE LEVEL: Exhibitors are expected to ensure the noise levels from demonstrations or sound systems are kept to a minimum and do not interfere with others. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.
20. PAYMENT SCHEDULE: A security deposit of \$350 per 8'x 8' booth leased is required at time of application. Any remaining balance is due on or before January 30, 2026. Exhibitors who do not pay in full for their rental space on the due date may a) lose their assigned space and be moved to another area on the show floor at the discretion of Show Management and b) will not be allowed to move in until payment is received.
21. PRIZE DRAWINGS: Prize drawings are optional. However, if an exhibitor chooses to draw for a prize, the following rules apply, a) a prize must be given away and b) a sign must be displayed inside the booth including what is being given away and how the prize will be awarded. No fees may be charged for entry into a prize drawing.

22. PUBLIC AREAS: The aisles, lobbies, entrances, passageways, and overhead spaces shall remain under the control of Show Management. a) No signs, decorations, banners, or advertising material will be allowed in these areas without the consent of Show Management. b) Firms or individuals not assigned space are not permitted to advertise or solicit business within the show. c) Any exhibitor or individual who chooses to ignore these rules will be asked to leave the show immediately with no recourse.

23. REFUND POLICY: Security deposits are non-refundable.

24. SECURITY: Show Management will employ security during the show but assumes no responsibility for loss or damage as result of any cause. Each exhibitor is responsible for safeguarding their property.

25. MISSOURI SALES TAX and RETAIL LICENSE: Exhibitors selling tangible personal property are required to register with the MO Department of Revenue for the purpose of reporting and paying sales tax at the appropriate rate. (Contact the MO Dept of Revenue for forms and instructions.)

26. SUB-LEASING OF SPACE: Exhibitors may not assign or sublet any space assigned to them and may not advertise or display goods or services other than those sold by them.