



HOME SHOW

North Central WV Home Builders Association

Dear Prospective Exhibitor:

After much discussion and debate, the North Central West Virginia Home Builders Association “**Home Show 2021**” is scheduled to be held on April 23 -25, 2021. The hours for the show will be from 12 pm - 7 pm on Friday, 10 am - 7 pm on Saturday and 10 am - 4 pm on Sunday.

There will be many changes from previous shows due to COVID-19 restrictions anticipated to still be in place at the time of the show. To promote the social distancing necessary, we are limiting the overall number of booth spaces to 130 (down from 218 in 2020) and exhibitors to no more than 2 booths at this time. All adjacent spaces will be separated by 8’ tall curtains. Mandatory mask requirements will be in effect in all indoor spaces. We will be limited to no more than 100 patrons in the facility at any one time. (does not include vendors, HBA or Mylan staff).

We have always given priority placement to our returning exhibitors, and will attempt to do so this year. However, this year will be a “one off” in that not all spaces from last year will be available this year. We will begin booth assignment by February 18 and a deadline of March 31 (if available) for contracts and payment. All booth assignments will be made on a first received basis at that time. Also, the 2020 exhibitor list will be used for 2022 exhibitor priority not 2021. Due to the timing of this start, no early discount will be given this year.

We are continuing to offer the outdoor booth spaces which are 20’x20’ and have electric available. The price is the same as the indoor 10’x10’ spaces. Tents/Canopies not provided.

We will again be using a setup schedule based on booth location, which will be sent with your executed contract and begin on Wednesday, April 21, 2021.

Our promotional package will follow what we have done before, which includes advertising on local radio stations, in local newspapers, on local television, on the web and other mediums. Our promotional package will be based on the the number of booths sold. Our advertising partners include West Virginia Radio Corporation (WVAQ, WAJR (FM and AM), WKKW, WFBY, WBRB, and WWLW), the Dominion Post, WBOY-TV, WDTV-TV, Comcast, A4Media, Micro Outdoors and TMS Publishing (and others). They will all also offer Home Show packages for our exhibitors. This will allow our exhibitors to do additional advertising customized for their businesses at a greatly reduced rate.

We are also continuing our web presence with the help of our advertising partners, which will provide much more information about the show. We have also created a Facebook page for North Central WV Home Builders Association, which will feature information on the Home Show. You should like and share this page to help increase exposure for the show. We also have a webpage for the Show at www.morgantownhomeshow.com . We also have a team working on aspects of a “Virtual Home Show” and if interested please contact the Committee.

We still believe that you would be hard pressed to find any marketing event that will provide you with this type of exposure at such a small cost.