

THE HOME IMPROVEMENT SHOWCASE

2012 Event Summary

Thank you for your interest in the Chicago areas largest and most heavily advertised circuit of home improvement expos. We are very pleased to announce TWO monumental improvements in our upcoming events: 1) We have drastically improved on the dates of 3 of our 4 spring events, allowing for ALL of our shows to be held in prime times for strong attendance; and 2) We now offer lower booth rates than ever! Every one of our upcoming shows is projected to be of records size to help ensure strong and diverse advertising plans for every event. Our mission: To provide you with the best investment for your marketing dollar.

To help you familiarize yourself with our events, we offer you this summary of each event to help you see exactly why we have selected these key markets.

ARLINGTON HEIGHTS, IL ❖ ARLINGTON RACECOURSE ❖ FEBRUARY 24TH - 26TH, 2012

One of the most consistently productive shows held at one of the most prominent facilities in the entire Chicagoland area, The Arlington Home Improvement Showcase Expo has grown each and every year since we added this event to our show lineup in 2007. The upcoming Spring event is projected to reach record size with over 300 booths on two floors! Securing the right location for your company at this facility is a key issue, so don't delay in sending in your request for booth space.

NAPERVILLE, IL ❖ PLAYERS SPORTS CTR. ❖ MARCH 9TH - 11TH, 2012

Naperville is extremely well known as one of the most active and attractive markets in the Chicago area. When you combine incredible community and commerce activity, impressive demographics and a location right on the border of two of the five most populous cities in the STATE, you have the recipe for a great show. When a large facility (Players Sports & Expo Ctr.) was built in 2006 to serve this prime market area, we were selected to establish and build a home show that has always been destined to be on everyone's "Must Do" list. True to form, this event has been one of the five largest shows in Chicagoland from its very first show in 2007. The 2012 show with its earlier dates is now the FIRST home show of the season in the Naperville area, so this event will easily set a new record in size and strength.

LAKE COUNTY, IL ❖ LIBERTYVILLE SPORTS COMPLEX ❖ MARCH 30TH - APRIL 1ST, 2012

Since 2003, our event in Libertyville has attracted far more attendees than any home show in the History of Lake county, with several events in recent years drawing crowds unlike any other in the County. With new, better dates that are perfect for this venue and this market and available booth rates lower than ever before, this event will be yet another show that will show substantial growth into 2012. With a phenomenal mix of new and old housing stock and homes from mid to very high end, the attendees to this show are ready to buy products and services from every type of company. The new floorplan is designed to create the most evenly distributed flow that we have even had to ensure that all booth locations are viable ones. Inquire today about the key locations that best suit your company's needs.

LAKE BARRINGTON, IL ❖ LAKE BARRINGTON FIELD HOUSE ❖ APRIL 20TH - 22ND, 2012

This event targets the most affluent market area of any home show in Chicagoland. In fact, the Barrington area is one of the top market areas in the COUNTRY, so the quality and buying power of the market area is unquestionable. This event is projected to host about 300 booths, making this a perfect opportunity for businesses to find one of the only ways to meet and speak directly with these highly sought after homeowners. No other event even comes close to tapping into this area like this show does.

It is our goal to give you any and all information possible to allow you to make an informed decision for your business. Please feel free to call or email us at info@FreeHomeShow.com at any time with ANY questions you might have and we will be happy to help. We look forward to working with you!

Sincerely,

Scott & Sandy Hardesty

Showcase Productions, Inc.

P.O. Box 9332, Lombard, IL 60148-9332

WEB: www.FreeHomeShow.com

E-Mail: info@freehomeshow.com

Phone: 630-953-2500

Fax: 630-953-0400



Showcase Productions: Who We Are and What We Do . . .

Our qualifications for the production of home improvement shows are solid. The staff and support complement at Showcase Productions allows you to benefit from our combined "hands on" experience with home shows, including production, management and on-site administration of over 200 home improvement shows in the Chicagoland area. This provides us with a deep understanding of this market and, most importantly, the needs of our exhibitors which helps ensure an efficient, productive event for all involved. And now, a little about our events:

Proven Success: Our circuit of events is once again projected to grow where 2012 will yield our largest average show size ever. In fact, we easily expect each and every one of our upcoming Fall and Spring shows to be larger than ever. This results from solid shows which produce a stronger, loyal exhibitor base who seek out not only the most consistent and productive events in Chicagoland, but a production group who they trust deliver shows with strong and thorough advertising plans.

The Ad Plans: When you invest in a "Home Show", you are investing the strength of the advertising plan. Our promotional program is substantial to say the least. In fact, we are fully confident that no other Chicago area home show ad plans will meet or exceed the level of coverage that we will have for our events. The advertising plans that support our events blanket the area through major media, including (but not limited to): Television ad campaigns on at least three of the major networks, such as CBS, WLS, WGN & FOX; We run 100% FULL COLOR print ads (except where color is not available) with solid frequency through The Chicago Tribune, Daily Herald, as well as other local publications. Drive-time and daytime 30 & 60 second ads with 10 and 15 second "teasers" on several radio stations per show; Large full color, direct mail invitations to virtually all homes within a 10 to 15 minute drive time (even further for many shows) around each show; and much, much more! This program is designed to produce a consistent flow of qualified, motivated homeowners to meet and speak with you about their upcoming projects and home related expenditures.

Free Admission: Make no mistake, we produce serious home improvement shows. The absolute primary reason for homeowners to walk through the door is to see YOU, the exhibitor. These attendees are motivated, focused and prepared to spend money on their homes. Free admission absolutely guarantees that the maximum number of these top-shelf consumers attend this event to meet you. Any doubts? Call us for references to see what our exhibitors say. We do this for the same reason that free estimates are a standard in the home improvement industry.

SUPPORT: Whether it's before you reserve space, before the show or on the show floor, our knowledgeable, friendly staff is here to help. We encourage you to call us with any questions that you may have. You'll get straight answers that make sense, not "doubletalk". The more you know, the more you'll realize what an incredible opportunity that our events offer your company. There is nothing more valuable in this business than experience... with an open ear to those who make the shows possible, our exhibitors. We know how, where and when to promote our shows to maximize exposure for our exhibitors. And we will help you prepare for the show in any way possible.

Our experience, coupled with our massive advertising and promotional campaigns make "*The Home Improvement Showcase Expos*" a series of events that we feel are the best you'll find in Chicagoland. We will always strive to provide you with the most consistently productive investment for your marketing dollar. We work hard to provide you with the most profitable and enjoyable experience possible at our shows. Thank you for your time and consideration and we look forward to the opportunity to work with you.

Sincerely,

Scott & Sandy Hardesty

Showcase Productions, Inc.

P O Box 9332 - Lombard, IL 60148

WEB: www.FreeHomeShow.com

E-Mail: info@freehomeshow.com

Phone: 630-953-2500

Fax: 630-953-0400

The Spring 2012 Arlington Park Home Improvement Showcase Expo!

February 24th - 26th

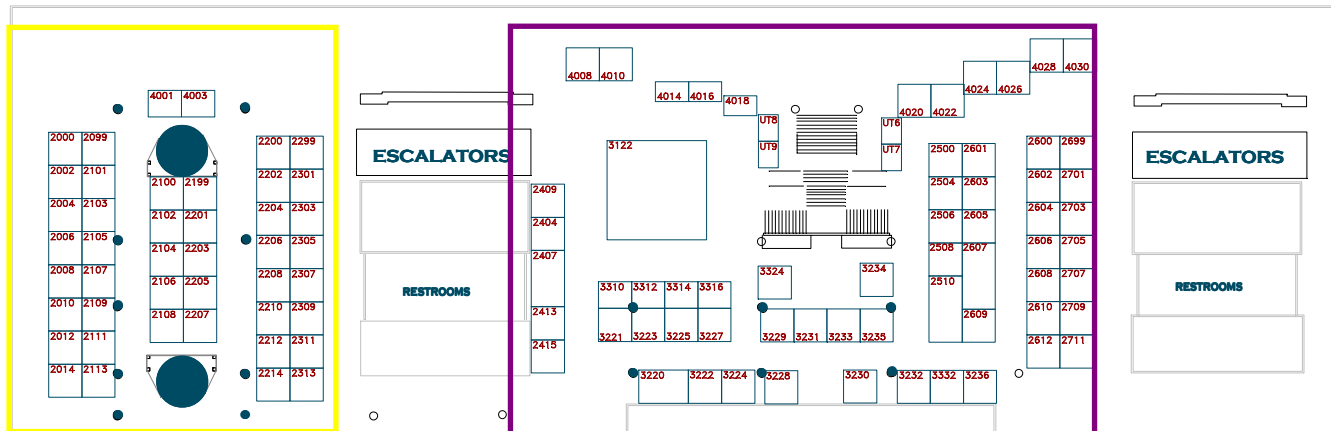
Arlington Park Racecourse • Arlington Heights, IL 60006

UPPER LEVEL

**BLUE ZONE
BOOTH PRICING**
10' X 10': \$1200
15' X 10': \$1800
20' X 10': \$2400
6' x 8': \$800
4' x 8' (Table only): \$800

**GREEN ZONE
BOOTH PRICING**
10' X 10': \$1100
15' X 10': \$1650
20' X 10': \$2200
6' x 8': \$700
4' x 8' (Table only): \$700

* Add \$200 to base booth rate for corner booth locations



**RED ZONE
BOOTH PRICING**
10' X 10': \$1000
15' X 10': \$1500
20' X 10': \$2000
6' x 8': \$600
4' x 8' (Table only): \$600

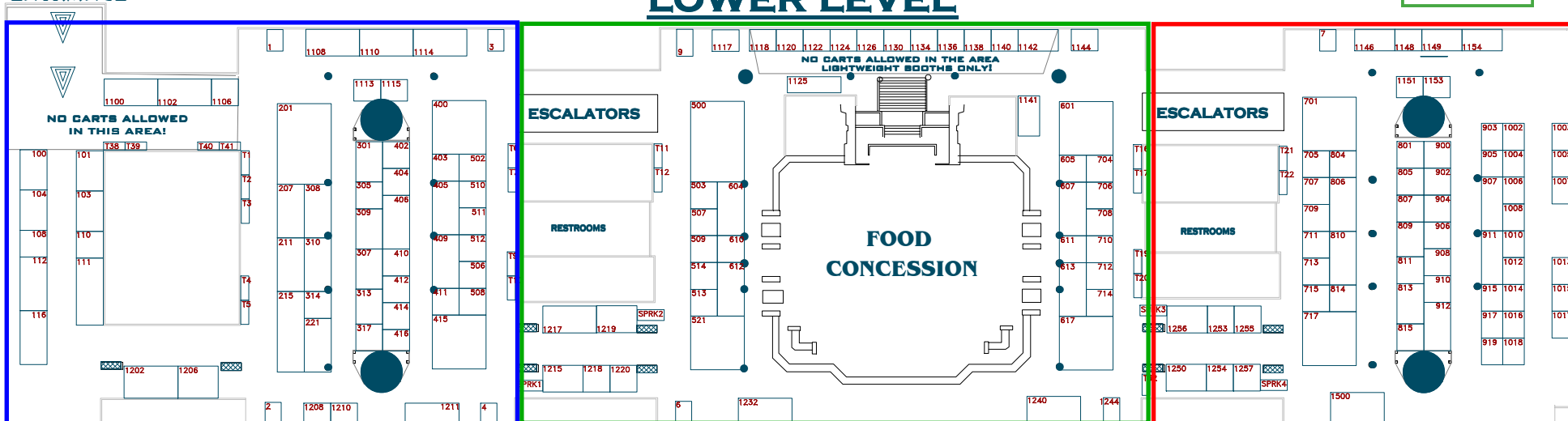
**PURPLE ZONE
BOOTH PRICING**
10' X 10': \$600
15' X 10': \$900
20' X 10': \$1200
4' x 8' (Table only): \$500

**YELLOW ZONE
BOOTH PRICING**
10' X 10': \$400
15' X 10': \$600
20' X 10': \$800
4' x 8' (Table only): \$300

* Add \$200 to base booth rate for corner booth locations

MAIN ENTRANCE

LOWER LEVEL



Hosted at ...
Arlington Park Racecourse
2200 Euclid Ave.
Arlington Heights, IL 60006



Show Open Hours:
Friday: 5 PM - 9 PM
Saturday: 10 AM - 5 PM
Sunday: 10 AM - 5 PM

Setup / Takedown Hours:
Setup: Thursday: Times TBA
Friday: 8 AM - 4 PM
Takedown: Sunday: 5:15 - 8 PM
& Monday: 8 AM - Noon

Phone: 630-953-2500

FAX: 630-953-0400

E-Mail: Info@FreeHomeShow.com

Web: www.FreeHomeShow.com

The Spring 2012 Naperville Area Home Improvement Showcase Expo!

March 9th - 11th

Players Indoor Sports Ctr. • Naperville, IL 60540

2401	2403	2405	2407	2409	2411	2413	2415
THIS AISLE: 10 x 8 = \$250* 15 X 8 = \$375* 20 X 8 = \$5000*							
2400	2402	2404	2406	2408	2410	2412	2414
2301	2303	2305	2307	2309	2311	2313	2315
THIS AISLE: 10 x 8 = \$250* 15 X 8 = \$375* 20 X 8 = \$5000*							
2300	2302	2304	2306	2308	2310	2312	2314
2201	2203	2205	2207	2209	2211	2213	2215
THIS AISLE: 10 x 8 = \$500* 15 X 8 = \$750* 20 X 8 = \$1000*							
2200	2202	2204	2206	2208	2210	2212	2214
2101	2103	2105	2107	2109	2111	2113	2115
THIS AISLE: 10 x 8 = \$500* 15 X 8 = \$750* 20 X 8 = \$1000*							
2100	2102	2104	2106	2108	2110	2112	2114
2001	2003	2005	2007	2009	2011	2013	2015
THIS AISLE: 10 x 8 = \$500* 15 X 8 = \$750* 20 X 8 = \$1000*							
2000	2002	2004	2006	2008	2010	2012	2014
1901	1903	1905	1907	1909	1911	1913	
THIS AISLE: 10 x 8 = \$500* 15 X 8 = \$750* 20 X 8 = \$1000*							
1900	1902	1904	1906	1908	1910	1912	1914
1801	1803	1805	1807	1809	1811	1813	
THIS AISLE: 10 x 8 = \$500* 15 X 8 = \$750* 20 X 8 = \$1000*							
1800	1802	1804	1806	1808	1810	20 X 16 \$2400	
1701	1703	1705	1707	1709	1711	1713	
THIS AISLE: 10 x 8 = \$500* 15 X 8 = \$750* 20 X 8 = \$1000*							
1700	1702	1704	1706	1708	1710	1712	

EXIT

1601	1603	1605	1607	1609	1611	1613	
THIS AISLE: 10 x 8 = \$750* 15 X 8 = \$1125* 20 X 8 = \$1500*							
1600	1602	1604	1606	1608	1610	20 X 16 \$3400	
1501	1503	1505	1507	1509	1511	1513	
THIS AISLE: 10 x 8 = \$750* 15 X 8 = \$1125* 20 X 8 = \$1500*							
1500	1502	1504	1506	1508	1510	1512	
1401	1403	1405	1407	1409	1411	1413	
THIS AISLE: 10 x 8 = \$750* 15 X 8 = \$1125* 20 X 8 = \$1500*							
1400	1402	1404	1406	1408	1410	20 X 16 \$3400	
1301	1303	1305	1307	1309	1311	1313	
THIS AISLE: 10 x 8 = \$750* 15 X 8 = \$1125* 20 X 8 = \$1500*							
1300	1302	1304	1306	1308	1310	1312	
1201	1203	1205	1207	1209	1211	1213	
THIS AISLE: 10 x 8 = \$750* 15 X 8 = \$1125* 20 X 8 = \$1500*							
1200	1202	1204	1206	1208	1210	20 X 16 \$3400	
1101	1103	1105	1107	1109	1111	1113	
THIS AISLE: 10 x 8 = \$750* 15 X 8 = \$1125* 20 X 8 = \$1500*							
1100	1102	1104	1106	1108	1110	1112	
1001	1005	1007	1009	1011	1013		
THIS AISLE: 10 x 8 = \$750* 15 X 8 = \$1125* 20 X 8 = \$1500*							
20 X 16 \$3400	1004	1006	1008	1010	20 X 16 \$3400		
901	905	907	909	911	913		
THIS AISLE: 10 x 8 = \$750* 15 X 8 = \$1125* 20 X 8 = \$1500*							
900	906	908	910	912			

O / H
DOOR
8' x 8'

MAIN
ENTRANCE

	801	803	805	807	809	811	813	
THIS AISLE: 10 x 8 = \$900* 15 X 8 = \$1350* 20 X 8 = \$1800*								
20 X 16 \$5200	804	806	808	810	812	814		22
701	705	707	709	711	713	715		21
THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*								
700	704	706	708	710	712	714		20
601	605	607	609	611	613	615		19
THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*								
20 X 16 \$5200	604	606	608	610	612	614		18
501	505	507	509	511	513	515		17
THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*								
500	504	506	508	510	512	514		16
401	405	407	409	411	413			15
THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*								
30 X 16 \$7600	406	408	410	412				14
301	307	309	311	313				13
THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*								
300	304	306	308	310	312			12
201	205	207	209	211	213			11
THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*								
30 X 16 \$7600	206	208	210	212				10
101	107	111						9
THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*								
100	104	108	112					8
								7
								6
								5
								4
								3
								2
								1

THIS ROW: 4' X 8' TABLE TOP DISPLAYS ONLY @ \$800 EACH. INCLUDES 1 - 6' SKIRTED TABLE & 1 CHAIR

Hosted at...

Players Indoor Sports Center
1740 Quincy Ave.
Naperville, IL 60540

Produced by...



Show Open Hours:

Friday: 5 PM - 9 PM
Saturday: 10 AM - 5 PM
Sunday: 10 AM - 5 PM

Setup / Takedown Hours:

Setup: Friday: 8 AM - 4 PM
Takedown: Sunday: 5:15 - 8 PM

* Add \$200 to base booth rate for corner booth locations

Phone: 630-953-2500

FAX: 630-953-0400

E-Mail: Info@FreeHomeShow.com

Web: www.FreeHomeShow.com

The Spring 2012 Lake County Home Improvement Showcase Expo!

March 30th - April 1st Libertyville Sports Complex • Libertyville, IL 60048

Booth Pricing is listed for each aisle. Should you require a booth size that is not listed, please list three areas that you would prefer to be in on the Reservation Agreement and Fax it in to our office. We will respond promptly with the best available options that fit your request.

* Add \$200 to base booth rate for corner booth locations

	912	914	916	918	920	922	924	926	928	930	932	934
335												
333		334	433	434	533	534	633	634	734	735	844	845
331		332	431	432	531	532	631	632	732	733	842	843
329		330	429	430	529	530	629	630	730	731	840	841
327		328	427	428	527	528	627	628	728	729	838	839
325												837
323		324	423	424	523	524	623	624	724	725	832	833
321		322	421	422	521	522	621	622	722	723	830	831
						20 X 16 \$4400					828	829
317		318	417	418	517	518		618	718	721	826	827
										719	824	825
906												
111												
107												
101												
110		109										
106		205										
100												
212		311										
210		309										
208		307										
206		305										
204		303										
200												
300												
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600												
700												
800												
900												
1000												
1006												
1010												
1014												
1018												
1022												
1024												
1026												
1028												
1030												
1032												
1034												

THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*

THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*

THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*

THIS AISLE: 10 x 8 = \$1100* 15 X 8 = \$1650* 20 X 8 = \$2200*

THIS AISLE: 10 x 8 = \$1100* 15 X 8 = \$1650* 20 X 8 = \$2200*

THIS AISLE: 10 x 8 = \$900* 15 X 8 = \$1350* 20 X 8 = \$1800*

THIS AISLE: 10 x 6 = \$600* 15 X 6 = \$900* 20 X 6 = \$1200*

THIS AISLE: 8 x 6 = \$450* 12 X 6 = \$675* 16 X 6 = \$900*

THIS AISLE: 10 x 8 = \$1200* 15 X 8 = \$1800* 20 X 8 = \$2400*

Public Entrance & Exit

Hosted at ...
Libertyville Sports Complex
1950 North Hwy. 45
Libertyville, IL 60048



Show Open Hours:
Friday: 5 PM - 9 PM
Saturday: 10 AM - 5 PM
Sunday: 10 AM - 5 PM

Setup / Takedown Hours:
Setup: Friday: 8 AM - 4 PM
Takedown: Sunday: 5:15 - 8 PM

The Spring 2012 Barrington Area Home Improvement Showcase Expo!

April 20th - 22nd Lake Barrington Field House • Lake Barrington, IL 60010

	987	985	983	981	979	977	975	973	971	969	967	965	963	961	959	957	955	953	951	949	947	945	943	941	939	937	935	933	931	929	927	925	923	921	919	917	915	913	911	909	907	905	903	901
	THIS AISLE: 8 x 6 = \$400 * 12 X 6 = \$600 * 16 X 6 - \$800 *																																											
1140	982	980	978	976	974	972	970	968	966	964	962	960	954	952	950	948	946	944	942	940	938	936	934	932	930	924	922	920	918	916	914	912	910	908	906	904	902	900						
	865	863	861	859	857	855	853	851	849	847	845	843	841	839	837	835	833	831	829	827	825	821	819	817	815	813	811	809	807	805	803	801												
1138	THIS AISLE: 8 x 6 = \$400 * 12 X 6 = \$600 * 16 X 6 - \$800 *																																											
1136	864	862	860	858	856	854	852	850	848	846	844	842	840	838	836	834	832	830	828	826	824	820	818	816	814	812	810	808	806	804	802	800												
	765	763	761	759	757	755	753	751	749	747	745	743	741	739	737	735	733	731	729	727	725	721	719	717	715	713	711	709	707	705	703	701												
1134	THIS AISLE: 10 x 6 = \$600 * 15 X 6 = \$900 * 20 X 6 - \$1200 *																																											
1132	764	762	760	758	756	754	752	750	748	746	744	742	740	738	736	734	732	730	728	726	724	720	718	716	714	712	710	708	706	704	702	700												
	667	665	663	661	659	657	655	653	651	649	645	643	641	639	637	635	633	631	629	627	625	621	619	617	615	613	611	609	607	605	603	601												
1130	THIS AISLE: 10 x 10 = \$800 * 15 X 10 = \$1200 * 20 X 10 - \$1600 *																																											
1128	666	664	662	660	658	656	654	652	650	648	644	642	640	638	636	634	632	630	628	626	624	620	618	616	614	612	610	608	606	604														
	567	565	563	561	559	557	555	553	551	549	545	543	541	539	537	535	533	531	529	525	519	517	515	513	511	509	507	505	501															
1126	THIS AISLE: 10 x 10 = \$800 * 15 X 10 = \$1200 * 20 X 10 - \$1600 *																																											
1124	566	564	562	560	558	556	554	552	550	548	544	542	540	538	536	534	532	530	528	524	516	514	512	510	508	506	504																	
	467	465	463	461	459	457	455	453	449	443	441	439	437	435	433	431	429	425	419	417	415	413	411	409	407	405	401																	
1122	THIS AISLE: 10 x 10 = \$1000 * 15 X 10 = \$1500 * 20 X 10 - \$2000 *																																											
1120	466	464	462	460	458	456	454	452	444	442	440	438	436	434	432	430	428	418	416	414	412	410	408	406	404																			
	367	365	363	361	359	357	355	353	349	343	341	339	337	335	333	331	329	325	319	317	315	313	311	309	307	305	301																	
1118	THIS AISLE: 10 x 10 = \$1000 * 15 X 10 = \$1500 * 20 X 10 - \$2000 *																																											
1116	366	364	362	360	358	356	354	352	348	340	338	336	334	332	330	328	324	316	314	312	310	308	306	304																				
	267	265	263	261	259	257	255	253	249	243	241	239	237	235	233	231	229	225	219	217	215	213	211	209	207	205	201																	
1114	THIS AISLE: 10 x 10 = \$1200 * 15 X 10 = \$1800 * 20 X 10 - \$2400 *																																											
1112	266	264	262	260	258	256	254	252	242	240	238	236	234	232	230	228	218	216	214	212	210	208	206																					
	165	163	161	159	157	155	153	149	143	141	139	137	135	133	131	129	125	119	115	111	107	101																						
1110	THIS AISLE: 10 x 10 = \$1200 * 15 X 10 = \$1800 * 20 X 10 - \$2400 *																																											
1108	164	162	160	158	156	154	152	150	148	146	144	142	140	138	136	134	132	130	128	126	122	116	112	106	100																			
1104	THIS AISLE: 10 x 10 = \$1200 * 15 X 10 = \$1800 * 20 X 10 - \$2400 *																																											
1100	ENTRANCE / EXIT																																											

Hosted at ... **Lake Barrington Field House**
28156 W. Northpointe Pkwy.
Lake Barrington, IL 60010

Produced by ...  Showcase Productions, Inc.

Show Open Hours:
Friday: 5 PM - 9 PM
Saturday: 10 AM - 5 PM
Sunday: 10 AM - 5 PM

Setup / Takedown Hours:
Setup: Friday: 8 AM - 4 PM
Takedown: Sunday: 5:15 - 8 PM

Phone: 630-953-9500 FAX: 630-953-0400 E-Mail: Info@FreeHomeShow.com Web: www.FreeHomeShow.com

* Add \$200 to base booth rate for corner booth locations

EXHIBITOR RESERVATION AGREEMENT (PAGE 1 OF 3)

Please print all information clearly to avoid any delays in processing

COMPANY: _____ DATE: _____
YOUR NAME: _____ TITLE: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE #: _____ FAX #: _____ CELL #: _____
PRODUCTS / SERVICES TO BE DISPLAYED: _____
E MAIL: _____ WEBSITE: _____

RENTAL EQUIPMENT *PRICES REFLECT A PRE-ORDER DISCOUNT FOR ORDERS RECEIVED AND PAID IN FULL 30 DAYS PRIOR TO SET-UP. LATE ORDERS WILL INCUR A MANDATORY SURCHARGE FEE:

SKIRTED TABLE(S): (CIRCLE SIZE) 8'x 2' 6'x 2' 4'x 2': _____ @ \$60.00 EA = _____
FOLDING CHAIRS @ \$5.00 EA: _____ @ \$5.00 EA = _____
ELECTRICITY: UP TO 5 AMP - OVER 5 AMP CALL FOR QUOTE: _____ @ \$150.00 EA = _____
FORKLIFT: (COVERS SETUP & TAKEDOWN - YOU PROVIDE DRIVER) _____ @ \$150.00 EA = _____
TOTAL RENTAL ORDERED = _____

Office Use Only: ARL S'12 ___ LIBY S'12 ___ BARR: S'12 ___ NPV S'12 ___

BOOTH FEE: \$ _____ SUBTOTAL DUE: \$ _____
RENTAL: (ADD THIS AMOUNT TO SUBTOTAL DUE.) RENTAL: \$ _____
TOTAL DUE (SUBTOTAL + RENTAL): TOTAL DUE: \$ _____
AMOUNT PAID: AMOUNT PAID: \$ _____

**** OFFICE USE ONLY ****
PAYMENTS

PAYMENT METHODS: PLEASE MAKE ALL CHECKS PAYABLE TO "SHOWCASE PRODUCTIONS, INC." ALL PAYMENTS ARE NON-REFUNDABLE AND ARE DUE 45 DAYS IN ADVANCE OF EACH EVENT UNLESS OTHERWISE AUTHORIZED IN WRITING.

IF PAYMENT BY CHECK: CHECK # _____ CHECK DATE: _____ CHECK AMOUNT: \$ _____

IF CREDIT CARD (PLEASE CIRCLE TYPE): VISA M/C DISCOVER AMEX DEBIT: YES / NO CHARGE AMOUNT: \$ _____

CARD # _____ EXP. DATE: ____/____/____ SEC CODE: _____

CARDHOLDER NAME (PLEASE PRINT): _____ CARDHOLDER SIGNATURE: _____

CARD BILLING ADDRESS: SAME AS ABOVE. NEW ADDRESS: _____

I AUTHORIZE THAT THIS CREDIT CARD CAN ALSO BE USED TO PROCESS THE FINAL BALANCE DUE 45 DAYS IN ADVANCE OF EACH EVENT.

I, as an authorized agent of the above-mentioned company, hereby agree that I have read and understand all terms as contained in all three (3) pages of the Exhibitor Reservation Agreement (Page 1: Exhibitor Information, Page 2: Booth Space Reservation, Page 3: Contract Terms and Conditions.) I am further authorizing that payment be processed as stated above, if so indicated on this form.

X _____ X _____
EXHIBITOR SIGNATURE DATE SHOWCASE PRODUCTIONS, INC. SIGNATURE DATE

Showcase Productions, Inc.

P.O. Box 9332 LOMBARD, IL 60148-9332

PHONE: 630-953-2500

FAX: 630-953-0400

EXHIBITOR RESERVATION AGREEMENT (PAGE 2 OF 3)

To submit your request for booth space at The Home Improvement Showcase:

- 1) **Request your booth #'s:** List your top 3 booth choices (or best available) per show as well as the booth size you require and if you'd like a corner booth. Corner booths have an additional \$200 fee.
- 2) **Mail, Fax or Email the Reservation Form to our office:** We recommend faxing or emailing the form to our office to expedite processing of your requests. Please call or email our office when you are faxing the form to ensure that it is received. We will confirm your location via phone call, fax and/or E-mail. Placements are made on a first come first served basis.
- 3) **Payments:** A Minimum 50% Deposit is required to confirm your booth location. Balances are due 45 days in advance of each event. Credit card payments (recommended) confirm your space immediately. If paying by check, please expedite payment as a Verbal hold is valid for up to three days from the date of receipt of this completed form.
- 4) **All pages of this form must be completed and all payments are non-refundable.**

2012 SPRING SHOW SCHEDULE

ARLINGTON HEIGHTS, IL ❖ ARLINGTON RACECOURSE

FEBRUARY 24TH - 26TH, 2012

Booth #'s: 1: _____ 2: _____ 3: _____ Corner Preferred **Booth Confirmed:** _____
Circle size: 10x10 15x10 20x10 6x8 4x8 Table Other: _____ x _____ Booth Fee: \$ _____

NAPERVILLE, IL ❖ PLAYERS SPORTS CTR.

MARCH 9TH - 11TH, 2012

Booth #'s: 1: _____ 2: _____ 3: _____ Corner Preferred **Booth Confirmed:** _____
Circle size: 10x8 15x8 20x8 4x8 Table Other: _____ x _____ Booth Fee: \$ _____

LAKE COUNTY, IL ❖ LIBERTYVILLE SPORTS COMPLEX

MARCH 30TH - APRIL 1ST, 2012

Booth #'s: 1: _____ 2: _____ 3: _____ Corner Preferred **Booth Confirmed:** _____
Circle size: 10x8 15x8 20x8 10x6 8x6 Other: _____ x _____ Booth Fee: \$ _____

LAKE BARRINGTON, IL ❖ LAKE BARRINGTON FIELD HOUSE

APRIL 20TH - 22ND, 2012

Booth #'s: 1: _____ 2: _____ 3: _____ Corner Preferred **Booth Confirmed:** _____
Circle size: 10x10 15x10 20x10 10x6 8x6 Other: _____ x _____ Booth Fee: \$ _____

EXHIBITOR NAME: _____

Office Use Only: P _____ E _____ A _____ C _____ BOOTH FEE TOTAL = \$ _____

BE SURE TO COMPLETE ALL FOUR PAGES OF THIS FORM & FAX OR MAIL BOTH TO OUR OFFICE.

PAGE 3 of 3: CONTRACT TERMS: Showcase Productions, Inc. "Producer" and "Exhibitor" agree to the following Terms and Conditions: Exhibitor shall adhere to all setup and takedown guidelines as outlined in exhibitor packet and all displays must be removed by the last day of the show or as specified in the event packets. Any equipment used in the transportation of displays must have rubber wheels. Arrangements must be made in advance by exhibitor to request dimensions for entry doors if displays or vehicles are of larger size. No hall equipment or materials are to be moved by the exhibitor. Exhibitor agrees to pay a minimum of \$150.00 storage and disposal fee for any abandoned debris, display materials or equipment left in the Hall after takedown. Vehicles are only allowed in the hall with prior approval of Producer and if used as part of your exhibit and must have less than 2 gallons of gas in the tank and have protective floor covering beneath them with pads under tires. Vehicle keys must be left with Producer. Rental equipment, as listed on the front of this Agreement, is available at an additional fee. Exhibitor is responsible for any equipment damage or loss. Special electrical service, if available, shall be at an additional charge. Exhibitor must obtain a separate quote from Producer for such service. Exhibitor must provide a 25' grounded, flat cord and a hose and submersible pump for draining water. Displays: Exhibitor may display only the products and services stated in this Agreement. Exhibitor display areas must have a professional appearance and be kept clean and orderly at all times. Any materials used in transportation or packing of displays must be removed or stored outside of public view or under skirted tables. The height of displays may not exceed 36' at the side of the booth or 8' at the rear of the booth. Display materials are not to be attached to facility property. A protective floor covering must be used for displays utilizing bricks, decorative pavers, rock, gravel, dirt or similar materials. Chemicals, helium balloons, fires, consistent loud noises, sirens and alarms are not permitted. All displays are subject to standard Fire Department regulations and approval. Booths must be staffed during entire show schedule and no subletting of booth space will be allowed. Exhibitor agrees that at-show staff will not remove any displays materials or begin taking down show displays prior to the close of the event. Any Exhibitors or at-show staff found removing display materials from the hall prior to the close of the event will be subject to a mandatory fine of \$150 and possible suspension from future show participation. No solicitation of literature will be permitted outside the booth area, including distribution outside of the building or materials placed on vehicles. No display or demonstration shall interfere with neighboring exhibitor staff or booths. Producer reserves the right to reject, remove, or prohibit any exhibit from the show if Producer deems the exhibit or the activities of the exhibitor to violate this Agreement or actions to be detrimental to the show or other exhibitors in any way. Exhibitor shall inform at-show staff of the terms of this Agreement prior to staffing the event. Producer reserves the right to change event layout without notice and may reassign and relocate any Exhibitor to another space if Producer deems necessary for any reason. Exhibiting: Producer reserves the right to perform any credit checks deemed necessary as authorized by the signing of this Agreement. Only an actual Exhibitor deposit will guarantee space in an event. For phone or fax reservations, a deposit must immediately follow to execute this Agreement prior to a date specified by Producer, or the reservation will cancel. No refund will be made should Exhibitor withdraw at any time prior to the show. Should the exhibitor fail to pay all amounts when due, Producer shall have the right to re-sell or re-assign the space to another with no refund to Exhibitor. Failure to comply with all contract terms and conditions, including payment deadlines, will render all discounts null and void and all amounts will revert to standard booth rental rates. Exhibitor shall be liable for full payment if he/she withdraws within thirty (30) days of the event. Interest shall be applied to any unpaid balance at the rate of two percent (2%) per month from the first date of the event. Payments will first be applied to charges in arrears. Exhibitors issuing checks that are returned N.S.F. or "stopped payment" shall be charged an additional \$50.00 fee. Exhibitor's representative signing this Agreement shall be individually and severally responsible for any and all payments. Payment for space is not transferable to any other space within the hall, nor is it transferable to any other show produced by the Producer, unless agreed upon in writing. In the event a show is cancelled by Producer for any reason beyond its control including, but not limited to, acts of God, fire, strikes, governmental regulations, civil commotion, or other acts or conduct of any person(s), all obligations of the parties hereunder shall automatically terminate and the Producer shall determine an equitable refund of the booth rental fee paid by Exhibitor. Refunds will be made after all deductions of Producer's expenses and commitments, as determined in its sole and exclusive discretion. Producer makes no representations or warranties regarding "trade limitations" or "exclusivity" or that a company exhibiting competitive products will not be located in a nearby booth space or within the confines of the hall unless stated specifically in writing on the front of this Agreement. Exhibitor agrees to abide by Producer's decision in the case of any dispute regarding a limitation or exclusivity. Damages and Insurance: Neither Producer nor hall is responsible for theft, loss, damage or destruction of Exhibitor's property. All Exhibitors must provide a current Certificate of Insurance naming Producer as an additional insured on its commercial general liability policy with limits of not less than \$500,000.00 per occurrence, thirty (30) days prior to event date. Exhibitor hereby agrees to indemnify and hold harmless Producer and agrees to defend Producer, its employees, agents and the owners of the hall and facility management from any and all claims, liability, loss, damage, cost or expense of any kind whatsoever, including, but not limited to court costs and reasonable attorney's fees, which the Producer may incur, pay, or be required to pay, incident to, or arising directly or indirectly from any willful, negligent, or indirect act or omission by Exhibitor. Exhibitor accepts full responsibility for any and all damage or injury to the public, other exhibitors, Producer, the hall or facility management, resulting from any act(s) of Exhibitor. If, for any reason, a claim for damages shall be imposed against Producer, that claim shall not exceed the space rental fee paid by Exhibitor and that amount shall serve as total damages. PRODUCER SHALL NOT BE LIABLE FOR ANY CONSEQUENTIAL, EXEMPLARY, INCIDENTAL, INDIRECT, OR SPECIAL DAMAGES OR COSTS INCLUDING, BUT NOT LIMITED TO, LOST PROFITS OR LOSS OF GOODWILL, RESULTING FROM ANY CLAIM OR CAUSE OF ACTION, INCLUDING BUT NOT LIMITED TO, BREACH OF WARRANTY, BREACH OF CONTRACT, NEGLIGENCE, OR ANY OTHER LEGAL THEORY, EVEN IF ADVISED, KNEW, OR SHOULD HAVE KNOWN OF THE POSSIBILITY THEREOF. Exhibitor agrees to abide by all local, state and federal laws, including laws against discrimination. Exhibitor shall pay all taxes and be current with all licenses required by law. Exhibitor shall pay all of its subcontractors and suppliers to avoid any mechanics' liens being filed against the event hall and to discharge any such liens by prompt payment. Warranties and Remedies: Producer makes no warranty, either express or implied, to Exhibitor regarding advertising penetration or sufficiency, show attendance, leads, or sales which Exhibitor may anticipate or receive. Producer's projections are merely speculation, and not to be deemed as actual anticipated public volume or Exhibitor profitability. No credits or refunds will be issued if Exhibitor fails to meet personal/company expectations or if Exhibitor cannot participate in an event for any reason, unless agreed upon by Producer in writing prior to the event. This Agreement constitutes the entire understanding of the parties with respect to the subject matter hereof, and supersedes all prior and contemporaneous written and oral agreements with respect to such subject matter and may not be altered by Exhibitor's purchase order. Except as expressly provided herein, this Agreement shall not be modified, amended or in any way altered except by a writing executed by each of the parties, unless Producer has specifically reserved herein the right to alter certain terms hereof. This Agreement shall be governed by the laws of the State of Illinois. In the event Exhibitor breaches the terms of this Agreement, in addition to all other remedies available to it in law or equity, Producer may immediately bar Exhibitor from entry or eject Exhibitor from any and all shows, without refund or recourse. No deviation from the terms of this Agreement is valid unless agreed to in writing by Producer. In the event of Exhibitor's breach of this Agreement, Producer shall be entitled to all fees and costs, including but not limited to its reasonable attorney's fees, to enforce the terms hereof. Any and all disputes arising hereunder shall be resolved by submission to arbitration under the commercial rules of the American Arbitration Association. Any and all disputes giving rise to claims hereunder shall be brought in any state or federal court in Cook County, Illinois and waive any rights to bring such a claim in any other forum. Producer reserves the right to assign this Agreement. This Agreement shall not constitute or create a partnership, joint venture, agency, or employment relationship. Should any part of this Agreement be held unenforceable or illegal, that portion shall be severed and the remainder of this Agreement shall remain in full force and effect. The obligations of Exhibitor regarding indemnification and insurance shall survive the termination of this Agreement for any reason. By signing the page 1 of the Exhibitor Agreement, I hereby agree that I have read and understand that I and my company are bound by the terms and conditions as contained within the front page of the Exhibitor Agreement as well as the above Contract terms.

INITIALS _____