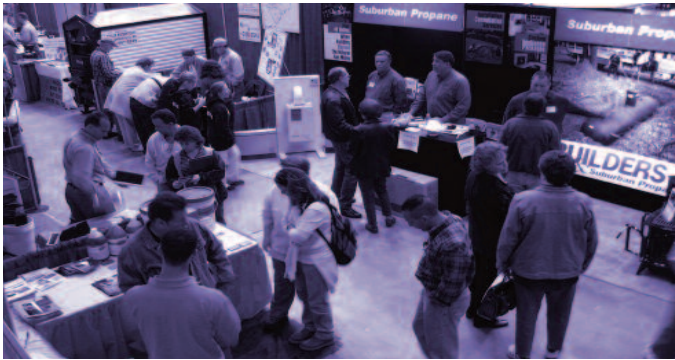




Now in our 36th year the show is bigger than ever with over 250 major exhibits staffed by more than 1500 consultants, craftsmen, designers, factory reps and sales people.



Show And Sell ...

- Home Building & Design
- Remodeling Services
- Lawn & Garden
- Landscaping & Design
- Appliances & Fixtures
- Interior Decorating
- Home Entertainment
- Timberframe & Log Homes
- Home Heating, Cooling, Solar
- Home Services
- Pools & Spas
- Home Security
- Outdoor Living
- Gifts & Gadgets
- Kitchens & Baths
- Flooring
- Furniture & Furnishings
- Windows and Doors
- Decks & Patios
- Green Products & Services
- Home Repair & Products
- Building Materials

What Product and Services Would You Like To Sell in 2011?

www.wnchomeshow.com

"I love the show being downtown, my family makes a whole day of it."

Wendy T., Asheville, NC

"I had a steady stream of traffic, quality traffic, in my booth all weekend long."

David Moyher, EcoHome Foam

"The Western Carolina Home Show is by far the best home show in the area, hands down."

Erin Spicher,
Solid Surface Specialists

"I got more than 30 times my investment back in the first four weeks following the Home Show!!!"

John Ring,
Granite Shield of WNC

March 18,19,20, 2011

**Asheville
Civic
Center**



Since 1976

Peak Production, Inc.
P.O. Box 18823
Asheville, NC 28814

Reserve Exhibit Space Now!

An aggressive promotional program ... seminars...demonstrations...the combined showmanship of more than 250 exhibitors come together to build the Western Carolina Home Show into a major attraction drawing thousands of "Home Folks" to the Asheville Civic Center each year in March.

If your business offers products or services with a special appeal to today's home-oriented consumers, you should plan to be here too!

The Show environment creates a selling atmosphere where all the ingredients of a sale are present, you, your product or service and the customer. Return the attached application with your deposit today to ensure the best space available.

The W.C.Home Show was a sellout in both 2009 and 2010 filling the entire Asheville Civic Center!

Backed by an Aggressive Advertising & Marketing Campaign

Strategically placed print media advertisements...radio and television spots...billboards...the website wnchomeshow.com...will heavily promote the event and bring in more prospects in 3 days than might cross your doorstep in 3 months.

Need More Information?

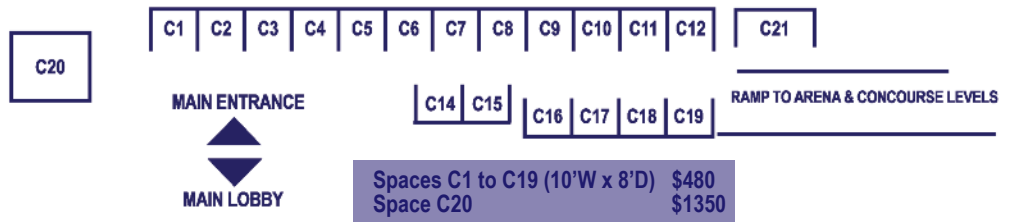
The reverse side of the APPLICATION CONTRACT contains exhibit space rental charges, move in, move out, show hours and other pertinent information. If you have any further questions please do not hesitate to call us at (828) 255-2526 or email us at info@wnchomeshow.com

Seniority

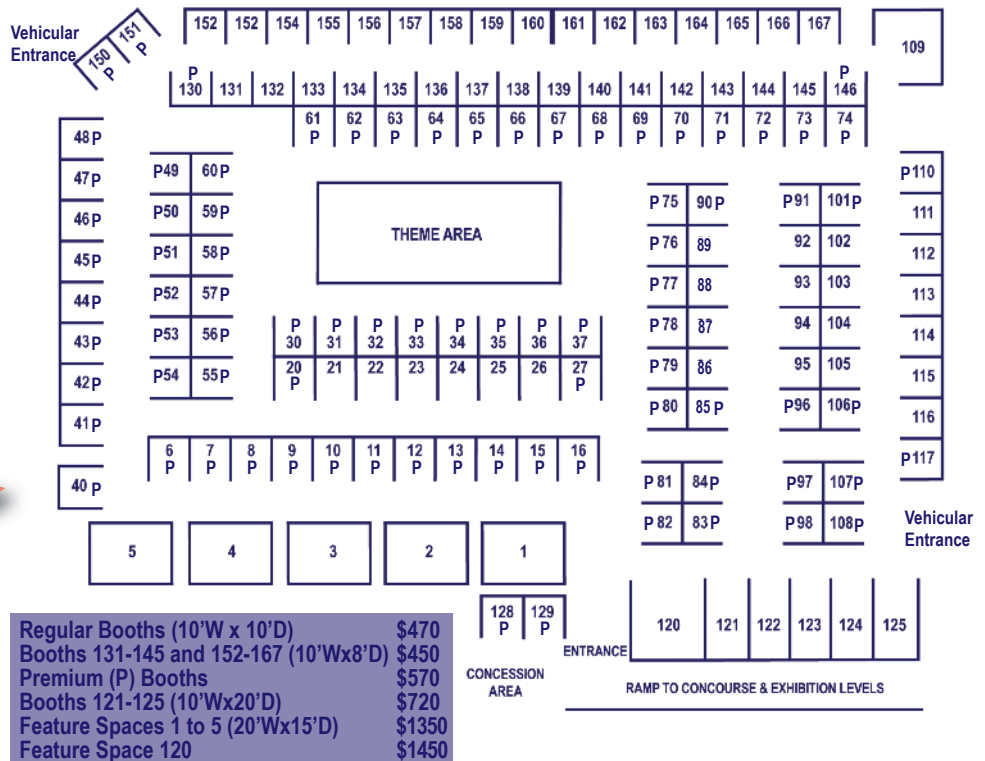
Last year's exhibitors will have priority on space assignments through November 12, 2010.

CONCOURSE LEVEL

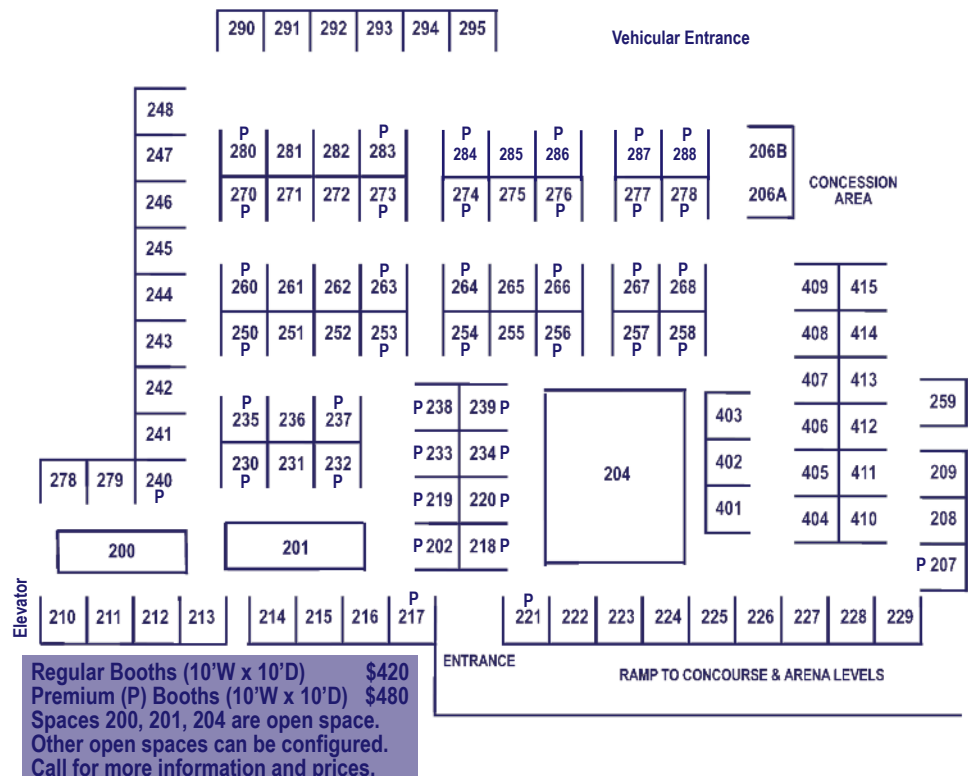
ADDITIONAL CONCOURSE BOOTHS OR EXHIBIT SPACE AVAILABLE CALL FOR DETAILS



ARENA LEVEL



EXHIBITION LEVEL





www.wnchomeshow.com

Asheville Civic Center Asheville, N.C.

Co-Produced by: Western Carolina Productions, Inc. and Peak Productions, Inc. P.O. Box 18823 Asheville, N.C. 28814 Phone: 828.255.2526 FAX: 828.255.2527



March 18, 19, 20, 2011

Email: info@wnchomeshow.com Successful Consumer Shows and Family Entertainment Events Since 1976

APPLICATION | CONTRACT FOR EXHIBIT SPACE - SEE RULES AND REGULATIONS ON REVERSE SIDE

Please Print or type. Fill in all blanks below, for future mailings, pre-show publicity, etc., (*Not accepted without Signature.)

BUSINESS NAME: _____

MAILING & STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CELL: _____ FAX: _____

PERSON IN CHARGE OF EXHIBIT: _____

*AUTHORIZED SIGNATURE TITLE: _____

BOOTH I.D. SIGN SHOULD READ (Company Name): _____

EMAIL ADDRESS: _____ WEBSITE: _____

TYPE(S) OF PRODUCTS OR ITEMS TO BE DISPLAYED: _____

BOOTH RESERVATIONS:

This memorandum of agreement between Western Carolina Productions, Inc. and Peak Productions, Inc., hereinafter referred to as "Management" and firm listed above hereinafter referred to as "Exhibitor" leases space number(s).

SPACE NUMBER(S) PREFERRED

1st Choice _____ 2nd _____ 3rd _____ 4th _____

For this space exhibitor agrees to pay according to the schedule below:

ARENA LEVEL

Table with 4 columns: RESERVE, BOOTH(S) description, @ price, \$ amount. Includes ARENA REGULAR, PREMIUM, BOOTH(S) 131-145 & 152-167, BOOTH(S) 121-125, FEATURE SPACE(S), and CONOURSE BOOTH(S).

SUBTOTAL Exhibit Space Rental \$ _____

This is subject to the Rules and Regulations outlined in this brochure. Items not covered are subject to the decision of Management.

ELECTRICAL, WATER, PHONE, TABLE REQUIREMENTS:

See Paragraph 6, Rules and Regulations:

Table with 2 columns: Quantity, Total Amt. Lists items like 110V, 20 Amp circuit, 208V, 20 Amp circuit, 208V, 50 Amp circuit, UNDRAPED TABLES, DRAPED TABLES, WATER SERVICE, and TELEPHONE LINES.

TOTALS:

Summary table with 2 columns: \$ amount, Description. Includes EXHIBIT SPACE RENTAL, ELECTRICITY & OTHER SERVICES, TOTAL AMOUNT DUE, AMOUNT ENCLOSED, 1/2 TOTAL AMOUNT DUE, NONREFUNDABLE DEPOSIT, and BALANCE DUE February 11, 2011.

IMPORTANT! NO SPACE RESERVED WITHOUT CONTRACT AND DEPOSIT. MAKE CHECKS PAYABLE TO: Peak Productions, Inc.

MAIL COMPLETED CONTRACT & DEPOSIT TO: Peak Productions, Inc. P.O. Box 18823 Asheville, N.C. 28814 Phone: 828-255-2526 Fax: 828-255-2527 Email: info@wnchomeshow.com After acceptance by PPI a confirmation copy will be returned to you by mail.

(FOR OFFICE USE ONLY) Acceptance for Peak Productions, Inc.

By _____ Date _____ Assigned Space Number _____

Acceptance of Application by Peak Productions, Inc. constitutes a contract.

Recd. Check # _____ for \$ _____ Date _____

Balance \$ _____ Check # _____ Date _____

RULES AND REGULATIONS

1. RENTAL CHARGES: Amounts shown are for the entire period, move in through move out.

ARENA LEVEL

- A. Regular Booths 10'W x 10'D \$470.00
- B. Premium (P) Booths 10'W x 10'D \$570.00
- C. Regular Booths 131 to 145 & 152 to 167-10'W x 8'D \$450.00
- D. Booths 121 to 125 to 10'W x 20'D \$720.00
- E. Feature Spaces 1,2,3,4,5, 20'W x 15'D & 109 \$1350.00
- F. Feature Space 120 \$1450.00

CONCOURSE LEVEL

- A. Booths C1-C19 (10'W x 8'D) \$ 480.00
- B. Space C20 (15' xx 20') \$1350.00

EXHIBITION LEVEL

- A. Regular Booths 10'W X 10'D \$ 420.00
- B. Premium Booths (P)10'W X 10'0 ... \$ 480.00

NOTE: Drapes not included with "Open Spaces"
Arena: 1-5,120,109 / Exh.: 200-206 / Conc.: C20

2. BOOTH RENTAL INCLUDES:

- A. Exhibit floor space
- B. Standard booth dividers (blue cloth)
3' high sides and 8' high in the back of the booth
- C. Around the clock security on premises
- D. General lighting
- E. Booth identification sign
- F. Listing in all published exhibitor lists
- G. Two chairs

3. DECORATION OF SPACE:

Display shall not exceed 8 feet in height on back line, 8 feet in height on the back 1/2 of booth sides and 4 feet in height on the front 1/2 of sides unless prior arrangements with Management have been made. Exhibitors' decorations may not obstruct other displays or project into aisle. All exposed parts of exhibits must be finished so as not to be objectionable. This includes backs of sidewalls facing adjoining booths or aisles. Sound equipment and other noise will be kept to a level which Management determines not to be offensive. No live entertainment will be presented from an exhibit space without approval of Management. All Exhibit level displays must have an open roof unless the item is for sale (eg . gazebos). Trailer mounted displays are exempt but must have a smoke detector. No Exhibit Level booths may have a roof over 4 square feet, no canopies or awnings and no trailers with roofs. All other level booths utilizing canopies or awnings must be able to prove they are made from fire retardant materials.

4. OTHER PROVISIONS:

- A. All samplings, sales approaches, passing out literature, etc., shall be done only within the confines of each Exhibitor's space.
- B. No exhibits may be removed from the show prior to 5PM on Sunday.
- C. No exhibitors shall assign, sublet or apportion the whole or any part of space allotted.
- D. Civic Center regulations prohibit distribution of helium-filled balloons.
- E. Asheville Civic Center retains all Concession rights. Distribution or sale of food and beverage items must be approved by facility and show Management in advance.

5. PAYMENT FOR SPACE:

- A. 1/2 of total amount is due with contract and is non-refundable.
- B. Balance due on or before February 11th, 2011. (No cancellations or refunds can be made after this date and confirmed reservations for which full payment has not been received may be reassigned by the Management). All payments made after fourteen days prior to move in must be in cash or by certified check.

6. ELECTRICAL AND OTHER SERVICES:

110V, 20amp, electrical service is available at an additional charge of \$70.00 per circuit. Standard 208V service is available at a charge of \$90.00 - \$150.00 based on amperage required (see contract form). Electrical, water service, phone and table service published rates are for orders placed In advance. Orders placed at the show will be charged at twice the indicated rates.

7. SHIPPED MATERIAL:

The Asheville Civic Center, 87 Haywood Street, Asheville, NC 28801, will accept exhibit materials for storage after Tuesday prior to setup at no charge. Mark materials shipped with your company name, booth number and "Hold for Home Show". Forklift service is available for \$15 per load on a first come, first served basis.

8. GENERAL ADMISSION:

Adults \$6.00, Children 12 years and under, free when with parent.

9. SHOW HOURS:

MOVE IN DAYS

- Wednesday 8AM to 8 PM
- Thursday 8AM to 8 PM (Carry-In After 6PM)
- Friday 8 AM to 10 AM

SHOW DAYS

- Thursday (Builder Night)* 6PM to 9PM
- Friday 11AM to 8PM
- Saturday 10AM to 8PM
- Sunday 11AM to 5PM

MOVE OUT DAYS

- Sunday 5PM to 9PM
- Monday 8AM to 5 PM

* Schedule subject to change

10. LIABILITY:

(1) The Management and the Asheville Civic Center will not be responsible for safety of exhibits from theft, damage by fire or other causes. The Exhibitor hereby expressly assumes responsibility for injury or damage to persons, property, or things occurring within the exhibit space assigned or damage which he may cause to the Asheville Civic Center. (2) Exhibitor shall provide Management with proof that it has Comprehensive Public Liability Insurance for bodily injury per occurrence in the minimum of \$300,000 and Property Damage Insurance in the amount 01 not less than \$50,000. (3) Exhibitor shall use and occupy said premises; and will not in any way mar, deface, or injure any part of said premises and agrees to make the necessary repairs in event of damage being done. (4) At the expiration of this lease, as hereinbefore set forth, Exhibitor shall quit the premises and return to the Asheville Civic Center all equipment and facilities procured in as good condition and repair as when acquired, except for ordinary wear and use. (5) Management reserves the right of its representatives, to enter upon and to have access to said premises at any and all times on any matters connected with said premises.