

2011 Housing Fair

**“Building Livable Communities”
One Homeowner at a Time!**

Rental Information

Short Sale Information

Credit Rebuilding/Financial

First Time Homebuyer Programs

Senior Programs/Reverse Mortgages

Foreclosure Prevention/Loan Modification



Hosted by the Prince George's County Association of REALTORS®
Maryland Department of Housing & Community Development
Prince George's County Department of Housing & Community Development

Saturday, June 11, 2011 • 10 a.m. to 3 p.m.

Sports & Learning Complex
8001 Sheriff Road, Landover, MD



Exhibitor's Guide

2011 HOUSING FAIR

As many of you know, homeownership is the cornerstone of thriving communities and the catalyst for building wealth within families. Our strategy is to sustain homeownership through education and counseling. On June 11, 2011, The Prince George's County Association of REALTORS®, will hold a Housing Fair at the Prince George's Sports and Learning Complex (next to Fed Ex Field) in Landover, Maryland.

The June 11th Fair will have exhibitors and will feature Foreclosure Prevention/Loan Modification, Credit Rebuilding/Financial Education, Short Sale Information, Senior Programs/Reverse Mortgages, First-time Homebuyer Programs, Rental Information and more. The Exhibit Hall will be open throughout the day. Federal, state and local housing officials will be in attendance and will speak at our mid-day event.

Considerable resources have been put into this initiative to encourage more residents to follow the path to homeownership, home retention, stimulate the development of quality homes available to households with a wide range of incomes and generate wealth through homeownership. Lots of exciting marketing opportunities exist at the Fair. To sign up for any of the packages below, complete the registration form and return it to the 2011 Housing Fair, 9200 Basil Court, Suite 400, Largo, MD 20774. In order to secure your company's ad in the Resource Guide, we must receive your payment by May 15, 2011.

We look forward to seeing you there!

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor (2) \$5,000

- Premier location 20 x 20 booth with IT* & Electric
- Present 1 hour industry seminar presentation at the Fair
- Full page inside front or back cover ad in the 2011 Resource Guide
- Company logo featured on all marketing materials
- Stage appearance at the Housing Fair
- Exhibitor and registered attendee mailing lists
- Lunch for 6

Gold Sponsor (1) \$3,000

- Premier location 20 x 20 booth with IT* & Electric
- Present 1 hour industry seminar presentation at the Fair
- Full page ad in the 2011 Resource Guide
- Company logo featured on all marketing materials
- Exhibitor and registered attendee mailing lists
- Lunch for 4

Silver Sponsor \$2,000

- Premier location 10 x 10 booth with IT* & Electric
- Present 30 minute industry seminar presentation at the Fair
- Half page ad in the 2011 Resource Guide
- Exhibitor and registered attendee mailing lists
- Lunch for 2

Bronze Sponsor \$1,000

- Premier location 10 x 10 booth with IT* & Electric
- Present 15 minute industry seminar presentation at the Fair
- Quarter page ad in the 2011 Resource Guide
- Exhibitor and registered attendee mailing lists
- Lunch for 2

Booth \$500*

- 10 x 10 booth
- Lunch for 2

Cost for IT service \$50 and Electric \$50

***\$400 if reserved by 3/31/11 (\$100 Discount)
\$500 after 3/31/11**

***Note:** IT services require wireless capabilities. You will be given a code for wireless access on the day of the Fair. IT services will not be available on the day of the fair without prior approval and fees paid in advance.

2011 HOUSING FAIR GENERAL INFORMATION

The Prince George's County Association of REALTORS® (PGCAR) staff is waiting to assist you with your 2011 Housing Fair registration. Below is general information designed to answer any questions you may have about participating in this premier event.

1. Review the enclosed materials. This exhibitor guide contains everything you need to make the registration process as smooth as possible.
2. Identify exhibitor or sponsorship level. Booth spaces will sell quickly, so please be sure to make your selection now. Booths will be assigned on a first-come basis.
3. Reserve your space by mail or fax.

Exhibitor Set-up and Dismantling

Exhibitors will be required to set up booths on Friday, June 10th, between the hours of 12 Noon and 8 p.m. or Saturday, June 11th, between the hours of 7 a.m. and 8:30 a.m. No exceptions. The Prince George's Sports and Learning Complex of Landover, Maryland are not responsible for items missing or stolen from any booth.

Booth dismantling will take place at the close of the show on Saturday, June 11th between the hours of 3:30 p.m. and 4:30 p.m. No dismantling of booths allowed prior to the Fair closing. Any booth not dismantled overnight will be assessed a penalty fee (strongly enforced). PGCAR will not be responsible for any property not dismantled by the close of the event.

Exhibitor Service Contractor

The exhibit service contractor of the 2011 Housing Fair will work with you to handle carpeting, additional decorating and furniture needs. A decorator service kit will be mailed directly to you by the exhibit service contractor, upon request. Please be sure to review set-up policy rules contained in the exhibitor package that you receive from the exhibit service contractor and those contained in your exhibitor contract agreement. Tight restrictions do apply and you may be charged a fee if your exhibit display does not meet normal set-up standards. For more information contact Joan Ostenso at 301-306-7900 or email at: jostenso@mrisc.com.

Housing Fair Resource Guide Advertising Mechanical Requirements

The deadline for all advertisements is May 15th, 2011.

All ads should be camera ready color or black and white high resolution (400 dpi or better) PDF, TIF or JPEG only.

Ad Dimensions	Non-Bleed Size* (W x H)	Bleed Size* (W x H)
2 Page Spread	15" x 10"	15 ½" x 11 1/8"
Full Page	7" x 10"	8 3/8" x 11 1/8"
½ Page Horizontal	15" x 4 7/8"	16 ½" x 5-½"
½ Page Vertical	3 5/8" x 10"	4 ¼" x 11 1/8"
¼ Page Horizontal	4" x 5 ¼"	4 ¼" x 5 ½"
¼ Page Vertical	2 ½" x 8 ¼"	2 ¾" x 8 ½"

Two Easy Ways to Register

By Mail:

Complete and return the Application and Contract for Exhibit Space with payment to:

PGCAR
Attn: 2011 Housing Fair
9200 Basil Court, Suite 400
Largo, MD 20774

By Fax:

Complete and fax the Application and Contract for Exhibit Space and mail payment. No booths will be assigned until payment is received. Fax to:

PGCAR
Attn: Joan Ostenso
301-306-8273

Exhibit Request Deadline: May 15, 2011



PRINCE GEORGE'S COUNTY ASSOCIATION OF REALTORS®, INC.
2nd ANNUAL HOUSING FAIR – June 11, 2011
EXHIBITOR REGISTRATION FORM

Contact Person: _____ Title: _____
 Company Name: _____
 Mailing Address: _____ Email: _____
 _____ Web Address: _____
 Authorized Signature: _____ Tel. No.: _____

SPONSORSHIPS

Sponsorship Levels	Benefits	Fair Booth Included	Amount	Amount Enclosed
PLATINUM	Present 1 hour industry seminar presentation at the Fair, full page inside front or back cover color ad in Resource Guide, logo in all marketing materials, stage appearance, exhibitor and registered attendee mailing lists and 6 lunch tickets (package also includes electric and IT Service*).	20 x 20 Booth Preferred location	\$5,000	\$
GOLD	Present 1 hour industry seminar presentation at the Fair, full page color ad in Resource Guide, logo in all marketing materials, exhibitor and registered attendee mailing lists and 4 lunch tickets (package also includes electric and IT services*)	20 x 20 Booth Preferred location	\$3,000	\$
SILVER	Present 30 minute industry presentation at the Fair, half page color ad in Resource Guide, exhibitor and attendee mailing lists and 2 lunch tickets (package also includes electric and IT services*)	10 x 10 Booth Preferred location	\$2,000	\$
BRONZE	Present 15 minute industry presentation at the Fair, quarter page color ad in Resource Guide, exhibitor and registered attendee mailing lists and 2 lunch tickets (package also includes electric and IT services*)	10 x 10 Booth Preferred location	\$1,000	\$
Sub-Total				\$

VENDOR BOOTHS

Location by PGCAR	Standard Booth includes: Table with 2 chairs, trash can and 2 lunch tickets.	Standard Booth	\$500*	\$
<ul style="list-style-type: none"> \$400 if space is reserved by 3/31/11 \$500 after 3/31/11 		Sub-Total		

VENDOR REQUIREMENTS

No of Persons manning the Booth () Note: Maximum of 2 persons will be allowed in the booth with the exception of Platinum and Gold Sponsors. However you may have 2 additional persons manning the booth for your shifts; only two badges will be distributed.	Electric? Yes () No ()	If yes, add \$50	\$
	IT? Yes () No ()	If yes, add \$50	\$
*Note: Wireless capabilities are required for IT.			
Total			\$
Any Special Needs or Requests:			

() Visa () MasterCard () American Express () Discover () Check enclosed () Check mailed (booth assignments are made upon receipt of payment)

Card Number _____ Exp. Date _____ Amount Paid: \$ _____

Signature _____

Checks should be made payable to: **PGCAR** and mailed to: 2011 Housing Fair, 9200 Basil Court, Suite 400, Largo, MD 20774 Tel: 301-306-7900 Fax: 301-306-8273

EXHIBITOR AGREEMENT

The Prince George's County Association of REALTORS® (PGCAR) 2ND Annual Housing Fair Exhibitor/Sponsor Agreement, Policy & Procedures

The following terms and conditions serve as a written contract entered into by the contracted parties, hereby referred to as the Prince George's County Association of REALTORS® (PGCAR) Exhibit Management and said Exhibiting party.

1. Exhibitor space reservations require 50% deposit (without exception) with this signed agreement with final payments due by March 31, 2011.
2. Upon receipt of full payment, booth number will be assigned. PGCAR reserve the right to change location assignments at any time and at its sole discretion as it deems necessary.
3. All contracts and payments, including additional fee, must be received by March 31, 2011. All contracts thereafter are firm, non-refundable and non-changeable.
4. Exhibitor booths must be set-up Friday, June 10th, between the hours of 12 Noon and 8 p.m. or Saturday, June 11th, between the hours of 7 a.m. and 8:30 a.m.
5. In the event that the 2011 Housing Fair is postponed due to any occurrence not caused by the conduct of PGCAR or Exhibitor, whether such occurrence be an Act of God, result of war, riot civil commotion sovereign conduct, or the act of conduct of any person or persons not party or privy to this Agreement, then the performance of the parties under this Agreement shall be excused for such period of time as reasonably necessary to remedy the effects thereof. In the event that such occurrence results in the cancellation of the 2011 Housing Fair, the obligations of the parties under the Agreement shall be automatically terminated and all rental payments under this Lease shall be refunded to Exhibitor/Sponsor.
6. The 2011 Housing Fair will provide a 10 x 10 booth, or size as per selection, one (1) table, two (2) chairs, one (1) wastebasket, and a company identification sign. Additional equipment may be rented from the exhibit service contractor. You are responsible for equipment the fair has provided to your booth. There will be a \$200 fine if equipment of company identification sign provided by the 2011 Housing Fair and/or the decorator is removed from your booth, dismantled prior to the fair close of 3:30 p.m., or damaged (excluding normal wear and tear.)
7. All booths must be visible. No side poles, side drapes, clothing, paper or merchandise will be allowed to block the view. Please be courteous to your neighbors on either side and in your aisle.
8. All exhibit displays, tables, chairs, wastebaskets, etc. must remain within the dimensions of the booth space.
9. There is to be no food sampling or serving of food of any kind in any booth or surrounding area unless written permission is obtained directly from the 2011 Housing Fair personnel and the Prince George's Sports and Learning Complex.
10. There will be no sale of firearms, ammunition, survival equipment, defense equipment, tear gas or explosives of any nature.
11. The burning of incense, potpourri or use of any other lighted materials is prohibited within the booths or surrounding area (FIRE CODE VIOLATION). Helium tanks are forbidden.
12. The sale of counterfeit versions of merchandise, musical tapes, videotapes, clothing, etc. is prohibited.
13. No flyers, booklets, brochures or other informational materials are to be distributed at the entrance, exits, hallways or parking lots (FIRE CODE VIOLATION).
14. The use of live or recorded music is prohibited.
15. All booths must be set-up and ready for business during the specified times on the day preceding the 2011 Housing Fair. Management reserves the right to close any exhibit that fails to comply with the policy without refund or compensation. Management also reserves the right to require modification of any display or demonstration if it is considered unsuitable to or not in keeping with the character of the 2011 Housing Fair. If Exhibitor refuses, Management reserves the right to exclude or remove, at Exhibitor's expense, the entire display or demonstration.
16. No Exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted without approval of PGCAR.
17. PGCAR the owners or managers of the facility where the 2011 Housing Fair is to be held will not accept, store or display materials or empty crates. Shipment, delivery, receipt and storage of all materials and equipment are the sole responsibility of the Exhibitor.
18. The relationship between PGCAR and Exhibitor shall be that of independent contracting parties. Exhibitor hereby agrees to and does indemnify and hold harmless, PGCAR from and against any and all liability, responsibility, loss damage, cost or expense of any kind.
19. PGCAR reserves the right to deny any exhibition (service or retail), if it deems in conflict with the organization's professional business ethics.
20. Any Exhibitor found in violation of this contract forfeits his/her booth space, cost of the booth and the right to participate in the 2010 Housing Fair.
21. All photographs taken at the 2011 Housing Fair remain the sole property of PGCAR to utilize for its own marketing and promotional purposes.
22. PGCAR has the right to refuse any advertisement that does not meet the standards and qualifications outlined in the Advertising Mechanical Requirements.

The undersigned agrees to comply fully with the rules and regulations of the 2011 Housing Fair which are incorporated herein by reference. This application becomes a binding contract upon issuance of confirmation from PGCAR.

Exhibitor

Type or Print Name

Date

Signature