

# EXHIBITOR REGISTRATION & AGREEMENT



Genest Hardscape, Masonry & Landscape Expo (HMLX) is a targeted industry event created to showcase products, tools, and services that support trade professionals. In addition to core industry vendors, we welcome exhibitors offering ancillary services that benefit landscape, hardscape, and masonry businesses operating in Maine and across New England.

Our 2027 event will take place at **The Point in South Portland, ME** on **Tuesday, February 2nd from 7:00 a.m. to 3:30 p.m.** (snow date February 3rd). **Exhibitor setup is on Monday, February 1st from 11:00 a.m. to 4:00 p.m.**

## 1. Exhibitor Information

Exhibiting Company Name _____	Billing Company Name (if different) _____
Onsite Contact Name _____	Title _____
Email Address _____	Cell Phone Number _____
Billing Address _____	

## 2. Product/Services Description

**DISPLAY INCLUDES HEAVY EQUIPMENT OR MACHINERY?**  Yes  No

## 3. Booth Rentals *Each booth rental includes table and chairs (optional).*

- Standard Booth (10' x 6').... **\$800**
- Double Booth (20' x 6').....**\$1,100**
- Nonprofit Half Booth.....**\$150** Table against wall. Available to nonprofits only.
- Custom Size/Layout (**Contact Genest for Pricing**)

**TABLE PREFERENCE** (check one):  
 6-foot  8-foot  No Table

**ELECTRICAL ACCESS** (optional add-on):  
 Yes, I will need electrical access (+\$50)

**TOTAL BOOTH RENTAL: \$ \_\_\_\_\_**

## 4. Sponsorships *Subject to availability. See Page 2 for descriptions of sponsorship packages.*

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> Bronze (+\$250) | <input checked="" type="checkbox"/> Gold (+1,500)     | <input type="checkbox"/> Demo Zone (+\$750)          | <input type="checkbox"/> Exhibitor Lounge (+\$500) |
| <input type="checkbox"/> Silver (+500)   | <input checked="" type="checkbox"/> Platinum (+2,500) | <input checked="" type="checkbox"/> Media (+\$2,000) | <input type="checkbox"/> Other                     |

## 5. Raffle Prize Donations

My company would like to contribute \_\_\_\_\_ to the end-of-day raffle.

## 6. Live Demo/Presentation Add-On *30-minute slot with AV setup in one of our dedicated demo areas on the expo floor.*

- Yes, reserve a demo/presentation slot for my company (+\$300)  Live product demo  Powerpoint/Presentation Only  
 Topic/title: \_\_\_\_\_ Special tech/setup needs: \_\_\_\_\_

## 7. Classroom Add-On **\*New for 2027!\*** *Each classroom includes a TV cart with HDMI. Additional time available upon request.*

- Small Classroom (**\$200** for up to 1.5 hours - seats 25 to 35)  Large Classroom (**\$300** for up to 1.5 hours - seats 50 to 75)

## 8. Payment

Exhibitor agrees to pay the **total sum of \$ \_\_\_\_\_** for the above selections, due before **December 31, 2026**. Due to the nature of event planning, all exhibitor fees are non-refundable. If an exhibitor chooses to cancel, Genest reserves the right to retain all payments received.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*By signing above, I, the exhibitor named in this application, confirm that I have read and agree to the terms, policies, and guidelines outlined in this registration form. I understand that submission of this application constitutes a commitment to exhibit and abide by all event rules as determined by Show Management.*

**Email completed form to:** info@genest-concrete.com **Make check payable to:** Genest Concrete  
**Please mail check to:** Genest Concrete, PO Box 151, Sanford, ME 04073

### Office Use Only

Date Returned:  
 Deposit Received:  
 Booth #:

## ADDITIONAL INFORMATION & EXHIBITOR TERMS

To maintain a consistent and professional environment, Genest reserves the right to deny, relocate, or remove any exhibit, activity, presentation, or display that is inconsistent with the purpose, quality, or standards of the Expo. All decisions made by Show Management regarding participation, booth presentation, and exhibitor behavior are final and binding. By submitting this application, the exhibitor agrees to comply with all event rules, deadlines, and instructions issued by Show Management and maintain a professional appearance and conduct at all times throughout the event. Genest and Show Management assume no responsibility for loss, theft, damage, or injury incurred before, during, or after the Expo. Exhibitors are responsible for the security of their property. Participation is at the sole risk of the exhibitor. **A certificate of liability insurance must be provided to Show Management prior to the event**, with minimum \$1,000,000 per-occurrence coverage and listing Genest Concrete Works as additionally insured.

### BOOTH RENTALS

Each booth includes one optional 6' or 8' table (choice at registration) and two chairs. **Electrical access must be reserved in advance during registration.** A \$100 late fee will apply for electrical requests submitted after December 31, 2026. Electrical access is subject to availability and cannot be guaranteed without prior arrangement.

### EXHIBITOR SETUP

Exhibitor load in and setup is the day prior to the event, between 11:00 a.m. and 4:00 p.m. on Monday, February 1, 2027. Exhibitors with small displays or tables only are also welcome to set up the morning of the event, starting at 6:00 a.m., but must be fully set up prior to the event start time at 7:00 a.m. Exhibitors may not break down/load out until after the event ends at 3:30 p.m.

### RAFFLE PRIZE DONATIONS

Support attendee engagement and increase brand exposure by donating to our end-of-day raffle. All contributors will be acknowledged during the prize drawing. Popular items include tools, branded merchandise, gift cards, and new product samples.

### LIVE DEMO / PRESENTATION ADD-ON

Showcase your brand with a live demo or presentation (limited slots available). Includes designated 30-minute slot in one of our two presentation areas, basic A/V setup and support, inclusion in event agenda, on-site signage, and social media promotion.

### CLASSROOM ADD-ON

Reserve a classroom with TV + HDMI for longer-form presentations, training, and continuing education. Inclusion in event agenda, on-site signage, and social media promotion. CEU accreditation must be arranged independently by the presenting company.

### SPONSORSHIP OPPORTUNITIES

See separate "Exhibitor Opportunities" info sheet for details. Booth rental is not included in sponsorship pricing.

Standard Tiered Sponsorships:	 <b>Bronze</b>	 <b>Silver</b>	 <b>Gold (Exclusive)</b>	 <b>Platinum (Exclusive)</b>
	<b>Basic</b>	<b>Enhanced</b>	<b>Premium</b>	<b>Maximum</b>
Visibility Level & Frequency				
Sponsor Badge Graphics Package	✓	✓	✓	✓
Complimentary Guest Passes	10	15	25	50
Logo Size & Placement Tier	Small/Base	Medium/Higher	Large/Premium	Extra Large/Top
Linked Logo on Event Webpage	✓	✓	✓	✓
Recognition on Printed Program	✓	✓	✓	✓
Recognition in Digital Signage Loop	✓	✓	Dedicated Slide	Dedicated Slide
Logo on Entrance Archway	✓	✓	✓	✓
Logo on Totes for first 350 attendees	✓	✓	✓	✓
Tote Insert Option	✓	✓	✓	✓
Sponsor Designation on Name Badge	✓	✓	✓	✓
Email Recognition	✓	✓	✓	Dedicated Email
Social Media Recognition	Grouped	Dedicated Post	Dedicated Post	Dedicated Post
30-Minute Live Demo/Presentation Slot			✓	✓
Branded Coffee Bar with Logo on Cups			✓	
Priority Booth Placement				✓
Logo on HMLX 2027 Attendee Gift				✓
Logo on Event Lanyards				✓

#### **Demo Zone Sponsorship – \$750 (Limited to 2)**

Branded presence within one of our two live demo areas with signage, announcements, and map placement.

#### **Media Sponsorship – \$2,000 (Exclusive)**

Official media partner with branded photo backdrop, highlighted across event photography and recap content.

#### **Exhibitor Lounge Sponsorship – \$500 (Exclusive)**

Sponsor the coffee, bottled water, and refreshments in the exhibitor lounge.