



**18th Annual
Home Buyers Fair
April 24, 2010
10 am to 3:00 pm**

Exhibitor's Packet

Registration Due February 12, 2010

Free DuPage Home Buyers Fair
Saturday, April 24, 2010
10 am to 3 pm
DuPage County Administration Building
421 N. County Farm Road
Wheaton, IL 60187

The DuPage Homeownership Center, a HUD-certified non-profit housing counseling agency, and the DuPage County Department of Community Services have teamed up for the 2010 Home Buyers Fair.

NEW THIS YEAR:

- ***We have moved the Fair to April 24th to be a part of DuPage Money Smart Week, a community-wide effort to encourage greater financial literacy among the general population. We believe this will enable us to leverage additional publicity for the Fair.***

- ***We've added two new workshop opportunities for an insurance agent and a home inspector – these are available first-come, first-serve!***

Benefits for Exhibitors:

- Direct exposure to your target customers
- Opportunities to showcase products and services
- A list of attendees (name & address, with permission)
- Inclusion in media promotions
- Workshop sponsorships available
- CRA credit for financial institutions
- Positive community image and goodwill

Event Description: Our Fair offers one-stop shopping for information and programs for first-time home buyers. Exhibitors have the opportunity to meet one-on-one with home buyers to provide them with information about their programs and services.

Attendance: Attendance historically has ranged from 150 to upwards of 700 households.

Advertising & Promotion Schedule: In order to provide exhibitors with the best possible return on their investment, DHOC invests in a proven promotion schedule.

- Print and website ads with local media.
- Promotion through DHOC members.
- Promotions to area churches, social service agencies, libraries and neighborhood resource centers.
- PSAs to local print, radio and television media.
- PR campaign to solicit interviews, feature stories and event-generating publicity in print and electronic media outlets.
- NEW THIS YEAR** – promotions on Facebook and Twitter.

Registration: Everything you need is in this packet, including event logistics, a description of the exhibit packages and registration forms. Please note that reservations are first-come, first-serve and payment must be included with your completed forms.

In order to be included in the Fair promotional efforts, all forms, artwork and payment must be received by DHOC by Friday, February 12, 2010.

Exhibitor Information

This section provides answers for all of your logistical questions.

Date & Time: Saturday, April 24, 2010, 10 am to 3 pm.

Location: DuPage County Administration Bldg., 421 N. County Farm Rd., Wheaton, IL 60187.

Purpose: Outreach to first-time home buyers.

Booth Availability: Booth space is available for up to 52 exhibitors and may be purchased on a first-come, first-serve basis. Vendors can exhibit their products and services and be available to speak with attendees throughout the entire day. (Because of the uncertainty regarding the number of exhibitors we will have and the potential need to change the layout of the exhibit area, DHOC will assign booth spaces this year.)

Workshops: Workshops will be presented throughout the day on various aspects of the home purchase process. Workshop sponsorships are available on a first-come, first-serve basis. See "Exhibit Package Options" on the following pages for more information. Sponsors must agree to adhere to the script that DHOC will provide to you or is approved by DHOC and present a dynamic and lively presentation that captures the audience's attention.

Staffing: Your booth must be staffed at all times for the entire Fair until 3:00 pm. No more than two people per booth are allowed at any one time, and you must stay within the confines of your booth to ensure that the aisles are free and unencumbered. **You cannot have representatives of other companies at your booth** (for example, a mortgage broker sharing space with a real estate agent). To participate in the Fair lenders must be members of the DuPage Homeownership Center and Realtors must be members of the Mainstreet Organization of REALTORS.

Booth Display: Each booth area is about ten feet wide and includes a table, tablecloth and two chairs. Backdrop displays that fit within this width are welcome and encouraged.

Signs: All exhibitors must have a sign at their booth identifying their company. DHOC does not provide signage.

Electrical: A limited number of booth spaces have electrical connections and DHOC will allocate these spaces on a first-come, first-serve basis. Please indicate on your Exhibit Package Purchase Form if you need an electrical connection.

Set-Up: The doors will open to exhibitors at 8:30 am. Your booth must be set up by 9:30 am. If you need more time to assemble your display, please call Jennie or Dave at (630) 260-2500, ext. 2501 to make special arrangements.

Teardown: Displays cannot be taken down before 3 pm. The building must be vacated by 5 pm.

Registration: Register for the Fair by completing the Exhibit Package Purchase Form in this packet. Registration must be accompanied by payment for the full amount due (please see below for payment options) in order to reserve booth space. Registrations will be processed in the order received and accepted on a first-come, first-serve basis. **Forms and payment must be received by February 12, 2010 to be included in promotional materials.**

Payment Options: Your registration is not complete and your space is not assured until we receive your full payment. You can pay by check (made payable to DuPage Homeownership Center), or by credit card at our website, www.dhoc.org. From the home page, under "Quick Links" click on "Donate Now" and follow the instructions. Please be sure to note on your Exhibit Package Purchase Form that you paid

via the website. Your exhibit space will not be guaranteed until we confirm receipt of your electronic payment.

Refunds: Sorry, there are no refunds for cancellations, as we incur many of the Fair costs up front (such as supplies and promotions).

Refreshments: A limited menu of lunch and snack items will be available for purchase. Additional information will be provided in our confirmation memo to exhibitors closer to the Fair date.

Fair Flyer: DHOC will produce a promotional flyer that will be widely distributed to area churches, libraries, businesses, social service agencies, government offices and neighborhood resource centers.

Exhibitors who reserve booth space by February 12, 2010 will be listed on the flyer. To maximize impact, exhibitors also will receive a flyer that can be customized with their name and logo for distribution to employees, customers and prospects.

Fair Program: When attendees enter the Fair, they will receive a booklet that includes the handouts for the workshops, information on DHOC's programs, a map of the exhibit hall and Silver and Gold Sponsor ads. Because this booklet is packed with important reference materials, attendees are more likely to keep it and refer to it frequently.

Telephones: Telephones, telephone lines are not available.

Wireless Connection: The County Auditorium has wireless connection.

Attendee List: DHOC will encourage all attendees to register as they enter the Fair and will email an Excel spreadsheet listing the names and addresses of all attendees (with their permission) to all exhibitors within one week after the Fair.

Prize Drawings: DHOC will hold a raffle drawing during the Fair. All attendees are eligible and do not have to be present to win. Exhibitors are encouraged to hold prize drawings at their booth spaces; however, we cannot announce prize winners over the public address system.

House Rules: All exhibitors must observe the following rules:

- No tape on floors
- No County equipment used without permission
- No nails in walls
- Nothing hung from ceilings
- No staples in tables
- No alcoholic beverages allowed on grounds
- No smoking*

*The County has designated two approved smoking areas outside of the JTK Admin Building: The first area is located near the central east entrance directly outside of the Heritage Gallery, where a shelter has been installed. The second designated area is on the top level of the 479 parking structure southwest corner along the west wall.

These are the only two areas where smoking is allowed within 100 feet of the JTK Admin Building or the 479 parking structure. Thank you for your cooperation and observance of this policy.

Personal Items: We cannot be responsible for personal items.

Questions: Contact Jennie or Dave at (630) 260-2500, ext. 2501.

SAVE THIS GUIDE FOR FUTURE REFERENCE!

Exhibit Package Options

Please read this page carefully before completing the Exhibit Package Purchase Form. All exhibit space and sponsorships are accepted on a first-come first-serve basis when payment is received — we suggest you register early.

<p>Bronze Sponsor \$300</p>	<p>You receive:</p> <ul style="list-style-type: none"> • Booth space, table, two chairs and tablecloth • Attendee list • Listing on promotional flyer • <i>Artwork Required: None.</i>
<p>Silver Sponsor \$1,000</p>	<p>You receive:</p> <ul style="list-style-type: none"> • All of Bronze Sponsor package, plus... • Full page ad in Fair Program • Logo on back cover of Fair Program • <i>Artwork Required: One full-page (8 ½ by 11 total size) black & white ad via email and one logo via email</i>
<p>Gold Sponsor \$1,500</p>	<p>You receive:</p> <ul style="list-style-type: none"> • All of Silver Sponsor package, plus... • Logo in print advertising • Logo on front cover of Fair Program • <i>Artwork Required: One full-page (8 ½ by 11 total size) black & white ad via email and one logo via email</i>
<p>Workshop Sponsor \$200</p> <p>NOTE: Workshop Sponsors must also purchase a Gold, Silver or Bronze Sponsorship.</p>	<p>You receive:</p> <ul style="list-style-type: none"> • Opportunity to host and present one workshop • Name listed as workshop provider in Fair Program • <i>Artwork Required: None</i> <p>Eight Workshop Opportunities Available:</p> <ul style="list-style-type: none"> • Understanding Your Credit Report —lender presenter (1 session available) • Mortgages 101—lender presenter (2 sessions available) • Shopping for a Home—Realtor presenter (2 sessions available) • What’s New for First-time Buyers – lender presenter (1 session available) • NEW THIS YEAR – The Ins and Outs of Home Inspections – home inspector presenter (must be licensed and ASHI member – 1 session available) • NEW THIS YEAR – Insuring Your Home – insurance agent presenter (1 session available) <p>Workshop sponsors must adhere to all guidelines outlined in the Exhibitor Information section. Workshops will be awarded on a first-come, first-serve basis as forms and payment are received.</p>

IMPORTANT NOTE FOR GOLD AND SILVER SPONSORS: Artwork Requirements

Your ad must be a full page, 8 ½ x 11 (total area) camera-ready, black & white copy. Send **camera-ready** artwork via e-mail to jennie@dhoc.org in **EPS, JPG, PDF or TIFF file formats by February 12, 2010. These are the only formats we can accept.**

Exhibit Package Purchase Form
Forms & Artwork Due Friday, February 12, 2010

Name of Organization: _____

Address: _____

City & Zip _____

Contact Person: _____

Phone: _____ Fax: _____ E-mail: _____

We wish to purchase the following Exhibit Package:

_____ Gold Sponsor - \$1,500

_____ Silver Sponsor - \$1,000

_____ Bronze Sponsor - \$300

Need access to electrical outlet? Yes _____ No _____

A limited number of electrical outlets are available on a first-come, first-serve basis.

In addition, we would like to sponsor the following workshop:

_____ *Mortgages 101* - \$200 (open to lenders)

_____ *Understanding Your Credit Report* - \$200 (open to lenders)

_____ *What's New for First-time Buyers* - \$200 (open to lenders)

_____ *Shopping for a Home* - \$200 (open to Realtors)

_____ *The Ins and Outs of Home Inspections* - \$200 (open to licensed inspectors/ASHI members)

_____ *Insuring Your Home* - \$200 (open to insurance agents)

_____ We regret that we cannot participate in the Fair, but we would like to make a donation to support this important community outreach event. (Tax ID# 36-3770757)

_____ Our check for \$ _____ is enclosed, payable to DuPage Homeownership Center.

OR

_____ We submitted our payment for \$ _____ via www.dhoc.org on _____ (date).

Gold and Silver Sponsors: Remember - you must email your logo and ad to jennie@dhoc.org by February 12, 2010. Logos and ads should be black & white, in EPS, JPG, PDF or TIFF format only.

Payment must accompany registration. We cannot hold space. Please return your form, payment & artwork by February 12, 2010 to: DHOC, 1333 North Main St., Wheaton, 60187.

THANK YOU FOR SUPPORTING THIS COMMUNITY OUTREACH EVENT!