

Central Arkansas'

HOME & GARDEN SHOW

Produced by the Home Builders Association
of Greater Little Rock

February 27-28, 2026

Arkansas State Fairgrounds

**SPONSORSHIP & VENDORS
OPPORTUNITIES GUIDE**

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WELCOME

Welcome to the Central Arkansas Home & Garden Show!

Established as the Little Rock Home Show in 1952, this event holds a special place in our community's history as Little Rock's original and longest-running Home Show. What began over seven decades ago as a celebration of innovation and craftsmanship in homebuilding has continued to grow and evolve with our community.

In 2021, the show expanded to include a Garden component, reflecting Arkansas's love for outdoor living and beautiful green spaces.

Today, we are proud to celebrate 74 years of bringing all things Home — and now Garden — under one roof!

Produced by the Home Builders Association of Greater Little Rock, the Central Arkansas Home & Garden Show continues to be the region's premier destination for inspiration, education, and connection in the home and garden industries.

This packet provides everything you need to know to make the most of this year's show. Our staff will also be onsite and ready to assist with any questions or needs you may have throughout the event.

We're excited to have you join us as we honor this long-standing tradition and look forward to another successful year together.

Welcome to the Central Arkansas Home & Garden Show — where 74 years of inspiration come to life!

CONTACTS

STAFF:

Meredith Townsend, Executive Officer, meredith@hbaglr.com

OFFICE: 501-758-3646

CELL: 501-951-1305

FAST FACTS

Featuring two days on experts in Home Improvement, remodeling, décor, interior design and outdoor solutions.

When: Friday, February 27 from 10:00 AM – 5:00 PM

Saturday, February 28 from 10:00 AM – 5:00 PM

Where: Arkansas State Fairgrounds, Hall of Industry, 2600 Howard Street, Little Rock

Tickets Prices:

Adults: \$5

Children (12 and Under): Free

SOCIAL MEDIA

Be sure to follow us on Social Media so that we can tag and promote you in our event marketing posts.



CARKHOMEANDGARDENSHOW



CARKHOMEANDGARDENSHOW

SPONSORSHIP INFORMATION

We invite you to explore the sponsorship opportunities in this packet and join us for a powerful weekend of connection, visibility, and growth. Whether you're seeking maximum exposure as a Major Sponsor or looking for strategic brand alignment through one of our specialty packages, each opportunity is designed to expand your reach, elevate your market position, and place your company directly in front of your target audience.

Make the Most of Your Marketing Investment

Sponsoring the Central Arkansas Home & Garden Show is one of the most effective ways to showcase your brand to the customers you want to reach. With motivated homeowners, industry professionals, and potential clients all gathered under one roof, the Show offers unmatched visibility and meaningful, face-to-face engagement that traditional marketing simply cannot replicate.

By combining high-volume exposure with personal interaction, exhibitors and sponsors experience returns that often exceed their investment. The Show also provides unique opportunities for companies located outside Central Arkansas to access a growing market—building relationships, earning trust, and opening the door to new business opportunities.

As a sponsor, your brand receives elevated recognition throughout the event. Many sponsorship levels include priority booth placement, positioning your company in high-traffic areas for maximum impact. Combined with exclusive promotional features and enhanced marketing benefits, sponsors enjoy increased visibility, stronger brand recall, and the opportunity to be seen—and remembered.

Thank you for considering a partnership with the Home Builders Association of Greater Little Rock and the 2026 Central Arkansas Home & Garden Show. We look forward to showcasing your brand and amplifying your impact at this year's event.

Let's build something great—together.



Sponsorship Opportunities

PRESENTING SPONSORSHIP PACKAGE (EXCLUSIVE) - \$15,000 – 1 Available

- Company must be an exhibitor in the 2026 Home & Garden Show.
- Company will be recognized as Presenting Sponsor at Home & Garden Show – i.e. Central Arkansas Home Show presented by: Company Name/Logo in all major advertising.
- Company will receive Company will receive up to 16 – 10x10 Booth spaces with priority booth placement. Additional booth space may be purchased at reduced rates.
- Company logo will be included in additional printed materials (i.e. posters, mailing inserts, map, etc.).
- Company will receive one 480 pixel x 72 pixel wide banner ad with link to website for 1 year on HBAGLR.com Home Show Page.
- Company logo placed on all social media ads (post commitment)
- Company will receive a pod-cast video segment to be shared on HBAGLR's and CARKHGS's Social Media pages.
- Company will receive 1 dedicated email blast to the HBAGLR distribution list.
- Company may host an on-site demonstration or workshop at Demo Stage.
- Option to place branded banner at entrance.
- Company will receive 100 tickets to Home Show event, provided 1 month prior to the event, plus have VIP WILL CALL option at door.
- Company will be able to provide promotion material to go inside all Home Show Bags.

Additional Benefits: Company will receive 1 – HBAGLR Associate Membership

GOLD SPONSORSHIP PACKAGE (NOT EXCLUSIVE) - \$8,000

- Company must be an exhibitor at the 2026 Home Show.
- Company will receive up to 8 – 10x10 Booth space at Home Show with priority booth selection. Additional Booth space may be purchased.
- Company name/logo will appear in media campaign.
- Company logo will appear on website for 1 year on HBAGLR.com Home Show Page.
- Logo recognition in Vendor Handbook, Move-in Packet, E-newsletter plus signage.
- Company will be recognized on Social Media.
- Company will receive a pod-cast video segment to be shared on HBAGLR's and CARKHGS's Social Media pages.
- Company may host an on-site demonstration or workshop at Demo Stage.
- Company will receive 1 dedicated email blast to the HBAGLR distribution list.
- Company will receive 50 tickets to Home Show event.
- Company will be able to provide promotion material to go inside all Home Show Bags.

Additional Benefits: Company will receive 1 – HBAGLR Associate Membership

Sponsorship Opportunities (continued)

HOME SHOW SILVER SPONSORSHIP PACKAGE (NOT EXCLUSIVE) - \$5,000

- Purchaser must be an exhibitor at the 2026 Home Show.
- Company will receive up to 4 – 10x10 Booth space at Home Show with priority selection. Additional Booth space may be purchased.
- Company name/logo will appear in media campaign.
- Company will receive 1 dedicated email blast to the HBAGLR distribution list.
- Company logo will appear on website for 1 year on HBAGLR.com Home Show Page.
- Logo recognition in Vendor Handbook, Move-in Packet, E-newsletter plus signage.
- Company may host an on-site demonstration or workshop at Demo Stage.
- Company will be recognized on Social Media.
- Company will receive 25 tickets to Home Show event.
- Company will be able to provide promotion material to go inside all Home Show Bags.

Additional Benefits: Company will receive 1 – HBAGLR Associate Membership

HOME SHOW BRONZE SPONSORSHIP PACKAGE (NOT EXCLUSIVE) - \$3,000

- Purchaser must be an exhibitor at the 2026 Home Show.
- Company will receive 2 – 10x10 Booth space at Home Show with Priority Booth Selection. Additional Booth space may be purchased.
- Logo recognition in Vendor Handbook, Move-in Packet, E-newsletter plus signage.
- Company will be recognized on Social Media.
- Company will receive inclusion in one general marketing email with all sponsors listed.
- Company may host an on-site demonstration or workshop at Demo Stage.
- Company will receive 20 tickets to Home Show event.
- Company will be able to provide promotion material to go inside all Home Show Bags.

HOME SHOW COPPER SPONSORSHIP (NOT EXCLUSIVE) - \$1,500

- Company will be recognized as a Copper Sponsor of the 2026 Home Show.
- Logo recognition in Vendor Handbook, Move-in Packet, E-newsletter.
- Logo included in onsite sponsor banner
- Company will be recognized on Social Media.
- Company will receive 15 tickets to Home Show event.
- Company will receive booth credit of up to \$375 with priority booth placement.
- Company will be able to provide promotion material to go inside all Home Show Bags.

Sponsorship Opportunities (continued)

HOME SHOW PARTNER SPONSORSHIP (NOT EXCLUSIVE) - \$500

- Company will be recognized as a Partner Sponsor of the 2026 Home Show.
- Logo recognition in Vendor Handbook, Move-in Packet, E-newsletter.
- Company will receive 5 tickets to Home Show event.
- Company will be recognized on Social Media.
- Company will be able to provide promotion material to go inside all Home Show Bags.

HOME SHOW ASK THE EXPERT BOOTH SPONSORSHIP (EXCLUSIVE) - \$1,500 – 1 Available

- Company will be recognized as EXPERT BOOTH Sponsor at Home Show.
- Company will receive branding signage provided at booth
- Company logo will be placed on all “Ask the Expert” promotional pieces.
- Company will receive 10 complimentary tickets
- Company will be allowed to have 1 representative at booth at all times.
- Company will be allowed to display marketing materials at booth at all times.

HOME SHOW BAG SPONSOR - \$2,500 – 1 Available

- Company will receive social media posts specifically highlighting company's sponsorship.
- Company logo will be highlighted in the attendee guide.
- Company logo (or website) will appear on Vendor Bag – or Company can provide up to 1000 bags with logo on them in lieu of \$2,500 of sponsorship cost.
- Company will be able to provide promotion material to go inside all Home Show Bags.

SOLD

HOME SHOW DOOR PRIZE SPONSOR – In-Kind Donation

- Company will be recognized as Prize Sponsor during the hour their prize was given.
- Company will provide prize with minimum dollar value of \$250+.
- Company will receive mention in digital event materials
- Company will be recognized in daily door prize schedule on website and announced from the floor.

MEDIA PARTNERSHIPS – In-Kind Donation/Trade

- Media Company will provide complimentary promotional services for the Home and Garden Show with a minimum of \$2,500 advertisement trade.
- Media Company will receive a 10x10 booth space upon request.
- Logo recognition in Vendor Handbook, Move-in Packet, E-newsletter, and onsite.
- Company will be recognized on Social Media.
- Company may provide promotional material to go inside all Home Show Bags.

2026 HOME & GARDEN SHOW VENDOR APPLICATION

Please complete All Applicable Information and return to Meredith Townsend by email to meredith@hbaglr.com. Sponsorships will be accepted on a first come first served basis. All Sponsorships will be invoiced. All Sponsorships must be paid in full by January 31, 2026.

COMPANY INFORMATION

Company Name:

Mailing Address:

City:

State:

Zip:

Phone:

()

Email:

Website:



AUTHORIZED CONTACT INFORMATION

This person will receive ALL COMMUNICATION REGARDING BILLING and must be authorized by company to purchase sponsorship.

Authorized Contact:

Title:

Email:

Phone: ()

EXIBITOR CONTACT INFORMATION

This person will receive ALL COMMUNICATION REGARDING DETAILS PERTAINING TO THE SHOW.

Contact:

Title:

Email:

Phone: ()

SPONSORSHIP INFORMATION

Please select all requested Sponsorships:

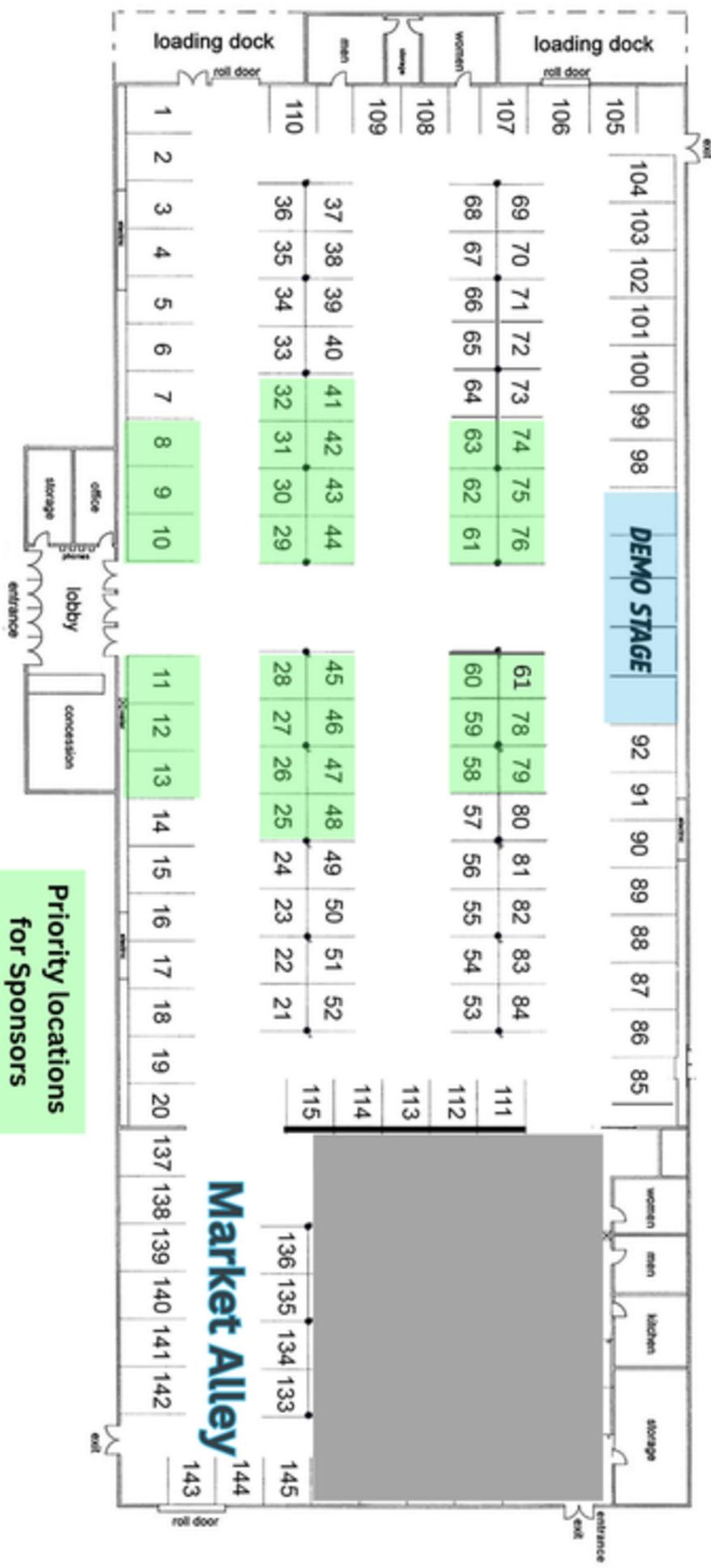
- PRESENTING SPONSOR (\$15,000) (EXCLUSIVE - 1 Available)
- GOLD SPONSOR (\$8,000)
- SILVER SPONSOR (\$5,000)
- BRONZE SPONSOR (\$3,000)
- COPPER SPONSOR (\$1,500)
- PARTNER SPONSOR (\$500)
- ASK THE EXPERT SPONSOR (\$1,500)
- SOLD** BAG SPONSOR (\$2,500)
- DOOR PRIZE SPONSOR (IN-KIND) (UNLIMITED)
- MEDIA SPONSOR

Central Arkansas'

HOME & GARDEN SHOW

February 27-28, 2026
 10:00 AM - 5:00 PM
 Arkansas State Fairgrounds
 Hall of Industry

Priority Sponsor Locations



2026 HOME & GARDEN SHOW VENDOR APPLICATION

Please complete All Applicable Information:

COMPANY INFORMATION

Company Name:

Mailing Address:

City:

State:

Zip:

Phone: ()

Email:

Website:



Are you a current member of the HBAGLR: Yes No

Only products and services related to home & garden can be displayed. Please briefly describe your products and services:

AUTHORIZED CONTACT INFORMATION

This person will receive ALL communication regarding billing and payments and must be authorized to commit your company to an exhibit space.

Authorized Contact:

Title:

Email:

Phone: ()

EXIBITOR CONTACT INFORMATION

This person will receive ALL Exhibitor information regarding the show.

Exhibitor Contact:

Title:

Email:

Phone: ()

ACKNOWLEDGEMENT

Applicant acknowledges receipt and understanding of the Rules & Regulations for the 2026 HOME & GARDEN SHOW and agrees to fully comply. This Application/Contract for Exhibit Space and the Rules and Regulations for the 2026 HOME & GARDEN SHOW becomes a binding contract upon the signature by the authorized representative of the Exhibitor and upon issuance of the confirmation by the **Home Builders Association of Greater Little Rock**.

Signature:

Date:

BOOTH INFORMATION

Will you be taking orders or selling a product? Yes No

BOOTH SELECTION

Full Consideration is given to sponsors first, then on receipt of vendor applications. If your request is unavailable, you will be contacted prior to assignment.

Payments: Applications received AFTER February 7th require FULL PAYMENT.

- (Cash/Check)
- (Credit Cards) FULL Payment +3% **REQUIRED** with Registration application.
- **No Space Assignments will be made unless payment/deposit is received. THERE WILL BE NO REFUNDS AFTER February 13th, 2024.**

Booth Fees:

All Booths are 10x10, and come with 1 – 6 foot draped table and two chairs.

Type	1st Booth	2nd Booth	3rd Booth or more
HBAGLR Member	\$600.00	\$450.00	\$300.00
Non Member	\$750.00	\$600.00	\$450.00

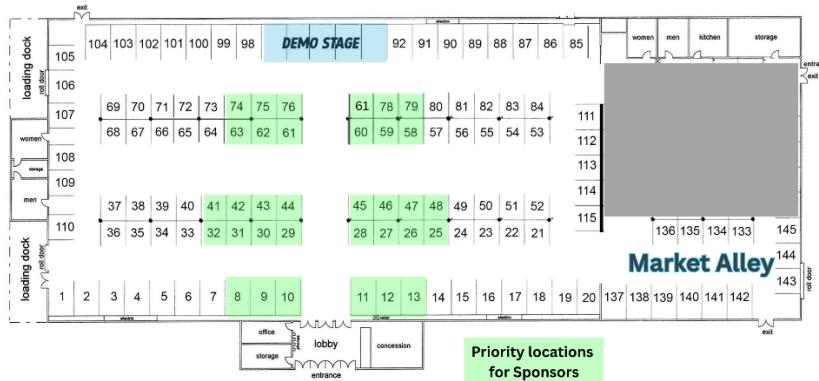
FOR Non-Profit/At-Home Business Rate, please email meredith@hbaglr.com.

COMPANY INFORMATION

Company Name:

BOOTH SELECTION

Full Consideration is given to sponsors first, then on receipt of vendor applications. If your request is unavailable, you will be contacted prior to assignment. Please review rules and regulations.

**Booth Preference(s):**

Number of Booths (10x10) Needed:

Electricity Needed: No Yes**Preferred Booth #(s):**1ST: _____2ND: _____3RD: _____

If your request is unavailable, you will be contacted prior to assignment.

Booth Price Caluclator:

Are you an HBAGLR Member:

 No Yes1st Booth \$ _____2nd Booth \$ _____3rd Booth \$ _____4th Booth \$ _____5th Booth \$ _____

TOTAL COST: \$ _____

Additional Booth Details**Preferred Move-In Day:**All booths requiring LARGE box trucks must move in on Wednesday. Wednesday Thursday**Carpet Needed:**

You will receive a separate invoice for carpet.

 No Yes**Water Needed:** No Yes

Check Enclosed Credit Card Payment Invoice Needed

Applications received AFTER February 14th require FULL PAYMENT.

FULL PAYMENT + 3% REQUIRED WITH ALL CREDIT CARD PAYMENTS.

Name as it appears on Card: _____

VISA/MC/AMEX #: _____ Exp: _____ CVC: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Authorized Signature: _____ Print Name: _____

CHECKS MADE PAYABLE TO: HBA-GLR

MAILING ADDRESS:

HBAGLR

P.O. Box 755

North Little Rock, Arkansas 72115

EMAIL ADDRESS: Meredith@HBAGLR.com Phone: 501-758-3646 WWW.HBAGLR.COM

For HBA-GLR USE ONLY:

Date Recd: _____ Deposit Amt Recd: _____ CK/CC#: _____ BALANCE DUE: \$ _____

BALANCE RECD: _____ NOTES: _____

CARKHGS RULES & REGULATIONS

Move-In Schedule

Wednesday, February 25 - Dock Unload/Drive In/Carry In: 10:00am – 5:00pm*

Thursday, February 26 – Dock Unload/Carry In: 9:00am – 5:00pm*

Friday, February 27 – Carry In: 9:30am – 9:45am

*Additional move-in time can be purchased at a rate of \$50 per hour.

** All booths must be set up and ready by Friday, February 27 at 9:45am.

Move-Out Schedule

Drive Out/Carry Out: 5:00pm – 7:00 PM, Saturday, February 28 *

Drive Out/Carry Out: 9:00am – 1:00pm, Monday, March 2 **

* If the Exhibitor dismantles their booth prior to their show ending, the Show reserves the right to fine the Exhibitor \$250.

** If Sunday move-out is required, it can be scheduled at \$50 per hour.

All Vendors should be fully moved out by 1:00pm on Monday, Monday, March 2, unless prior arrangements have been made.

Aisle & Common Areas

The aisles and common areas are not to be used by individual Exhibitors. **No solicitation may be conducted in the aisles, foyers or common areas.** Flyers, incentives and signage are not permitted in any common areas or any other exhibit space. Any unauthorized solicitation or distribution in the aisles, common areas or any other space that is outside your purchased space will be subject to fines of \$1,000 or more per incident.

Booth Cleaning

The Exhibitor is responsible for cleaning their booth space. Aisle clean up that is necessary, caused by the Exhibitor, is deemed the full responsibility of the Exhibitor and cleanup must be carried out at your own expense. All cardboard must be broken down and taken to the collection bin located near the loading dock.

Booth Dimensions/Construction

Each singular booth is 10x10 and comes with pipe and drape, sign with company name on it, one 6 foot table and two chairs. The Exhibitor must confine all exhibit activities to within their allocated space, and must not extend more than 24 inches in the aisle. Soliciting, advertising or demonstrations for any purpose are not permitted in the aisles, in other exhibitor's booths, or at any building entrance/exit. Additional booth needs can be requested. Should additional storage space be needed to store boxes, please let show management know in advance. **Be a good neighbor by ensuring that your display is setup correctly and does not extend beyond your booth space.**

Booth space must not encroach on exit doorways.

Floor Plan Changes

The CARK Home & Garden Show floor plan is subject to change without notice. Show Management reserves the right to make any necessary modification to the floor plan.

Contravention of Law

The Exhibitor is responsible for obtaining any necessary permits and for complying with all applicable Federal, State & Municipal laws with respect to its products, exhibit space and the operation of the business.

Draws/Raffle Tickets

The Exhibitor shall not conduct a giveaway draw except with the approval of the Show Management. All draw tickets and stubs must contain the name, address & phone number of the company conducting the draw and a sample of same must be provided in advance. The Exhibitor will provide the show management with the name of the winner(s) of any draws that are conducted. The selling of raffle tickets or soliciting of donations by the Exhibitor from its booth(s) is prohibited unless prior approval is given by Show Management. The Exhibitor shall inform Show Management of when drawing will be performed, and will be announced through the PA system. Giveaways will also be promoted in Show advertising when provided in advance.

Exhibit Hours

The Exhibitor will gain access to their space during the move-in hours as scheduled by the Show Management. Exhibits must be in good order and completely set up by 9:30 AM on Friday, February 27. Failure to comply with this clause may result in the Exhibitor forfeiting its right and any amounts paid hereunder. The Exhibitor agrees that no displays may be dismantled or product removed during the entire run of the show, and must stay intact and present until the closing of the show on Saturday, February 28th. If the Exhibitor fails to take possession of their space prior to the conclusion of the move-in or abandons the booth space, the Exhibitor's right and entitlement to occupy the booth space shall immediately cease and be at an end. If the Exhibitor dismantles their booth prior to their show ending, the Show reserves the right to fine the Exhibitor \$250. Booths must be taken down during the move-out and removed prior to the move-out deadline as of 1:00 PM on Monday, March 2. There will be no moveout on Sunday, March 1, unless it is authorized ahead of time. Failure to remove all items, the Exhibitor agrees to pay for any additional costs or expenses.

Electricity/Floor Covering

Each booth comes with electricity and is included with your booth rental. Floor covering is not included with your booth rental. Should carpet be needed, please include that on your vendor form. A Separate invoice will be mailed for any carpet needed.

Exhibitors must ensure that any tape or adhesive used for securing floor coverings does not leave residue or damage the building floor, as all tape must be removed by the exhibitor after use; any resulting residue or damage will incur charges to the exhibitor.

Forklift, Scissor Lift Services

The Show will provide forklifts to use during move-in and move-out. Forklifts will be available on first come first serve basis. Any driver of the forklift must be certified and licensed to operate. Maximum weight of the forklift is NOT to exceed 5000lbs. The Exhibitor agrees to indemnify and hold the CARKHGS harmless for any and all claims or actions that may occur from the complimentary forklift or scissor lift services provided by the CARHGS. Any damage to the forklift will be billed to the user of the forklift at the time damage occurs. The Exhibitor is welcome to bring their own forklift for their own move-in move-out process (storage is not available to keep forklift on

site). In addition, the Exhibitor must be present to oversee these services. The Show reserves the right to not allow use of forklift to any vendor.

Insurance Regulations

You as an Exhibitor are responsible to insure your own exhibit, personnel, display and materials from damage or loss through theft, fire, accident or other cause. The Exhibitor agrees to indemnify and hold the CARKHGS harmless from any and all claims or actions. The Exhibitor assumes the risk of exhibiting and the CARKHGS shall not be held liable for any bodily injury sustained by, or death of, any individual, not for any loss of, or damage to, any property in connection with the exhibit.

Logo/Name Usage

Exhibitors will be provided with the Central Arkansas Home and Garden Show logo to use in their own promotion of the show. If you have any questions, please call 501-758-3646.

Outside Food and Beverage Vendor Policy

The Arkansas State Fairgrounds has the exclusive right to sell food and beverage items in any buildings and or space on property. No exhibitors may sell or giveaway any type of food and beverage products (packaged or unpackaged) at any trade show event without consent of the Show Management. Bite sized candy is permitted. Gum is NOT permitted.

Product of Display

The Exhibitor may only sell or display products listed within the Contract. The Exhibitor must make any changes or additions to the list of product(s) or service(s) in writing and are subject to approval by Show Management.

Professional Character of Exhibitor or Exhibit

The CARKHGS reserves the right in its sole discretion to decline, prohibit or remove any exhibit, Exhibitor or proposed exhibit or Exhibitor not approved by it, and permit only such matter and conduct as it shall approve. The above reservation covers persons, things, conduct, printed matter, souvenirs and emblems, logos and all things which affect the character of the Show, and the Exhibitor will not obstruct or hinder the CARKHGS in preventing or removing forthwith any matter, conduct or thing which it considers objectionable. Undue noise or unseemly methods of demonstration made in the operation of exhibits will not be tolerated. The decision of what constitutes undue noise or unseemly methods rests exclusively with Show Management. Exhibitor shall not make false or malicious statement(s) that may injure the professional reputation of another Exhibitor or the Show.

Safety, Health & Fire Regulations

All materials must be flame-proof and pass inspection by all designated authorities and electrical equipment used or exhibited must conform to the requirements of all electrical and fire regulatory authorities, or any other Federal, Provincial or Municipal authority, board or commission having due jurisdiction in the location of the show. Public Health standards must be met as well. **There will be no smoking in the building, at any entrance, or on loading docks. Due to fire regulations, the use of the following are strictly prohibited: gas, oil, propane.** Any flammable liquids or gases shall not be stored inside the building.

Displaying Vehicles/large equipment

Any vehicles or large equipment (tractors, mowers, etc), which are on display are subject to the following conditions:

- Vehicles/Equipment must be cleaned before being admitted into the facility
- Gas tanks must not contain more than ¼ tank of gasoline or fuel
- Fuel caps must be taped or locked shut
- Drip pans are required under all vehicles while inside the venue
- Keys must be secured and immediately accessible during the duration of the show in the event that an evacuation of the vehicle is required.
- Batteries must be disconnected.

Sales Tax/Commission

The Exhibitor is responsible for collecting and remitting to the appropriate government authority all sales and other taxes as applicable with respect to the sale of products and services from the booth.

Security

Although the show provides security from Wednesday, February 25 through March 1 each exhibitor is responsible for their materials, equipment, display, etc at all times. Do not leave items of value in your booth unattended without taking security precautions. Remember it is the responsibility of exhibitors to insure and take all precautions to protect your property. Show Management does NOT assume any responsibility for losses incurred from pilferage or any other causes.

Signage

Signage must hang over your own booth space only and must not face into neighboring exhibits. Signage or display materials that are not contained within your purchased space is prohibited. **Signage on Arkansas State Fairgrounds property is prohibited, if you place a sign on the property other than your booth space it will be removed and disposed of at the Exhibitor's expense.** Handwritten or unprofessional signage is not permitted. If an Exhibitor's signage does not follow these regulations, the signage will be removed at the Exhibitor's expense.

Sub-letting & Assignment

The Exhibitor shall NOT sublet, trade, sell or allow others to occupy any space allocated to them and no other company/person shall occupy the show space.

Vehicle Access & Parking

No vehicles will be allowed in the building after 2:00 PM on Thursday, February 26. Vendors should park in designated parking areas. NO PARKING IS ALLOWED in the loading dock area. Vehicles parked in restricted areas will be issued a parking fine and risk being towed at the owner's expense.