

The MAINE HOME SHOW



Presented By

Hammond
Lumber Company

April 18th & 19th, 2026
Augusta Armory, Augusta, ME

Please Read the Attached Rules & Regulations

EXHIBITOR MANUAL

Dear Exhibitor:

Welcome to The Maine Home Show! This exhibitor manual has been provided to help you prepare for a successful show. Enclosed you will find show regulations and information. We look forward to welcoming you personally to the 2026 Maine Home Show.

Best regards,

Travis Dow- Show Organizer

Show Location

Augusta Armory

179 Western Ave

Augusta, Maine 04330

Move-In Schedule

- **Friday, April 17:** 12:00 PM – 5:00 PM
- **Saturday, April 18:** 7:00 AM – 8:45 AM

Show Hours

- **Saturday, April 18:** 9:00 AM – 4:00 PM
- **Sunday, April 19:** 9:00 AM – 4:00 PM

Move-Out

- **Sunday, April 19:** 4:00 PM – 7:00 PM
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Exhibitor Parking

Free parking is available for exhibitors and employees in the **back left corner lot** or the **lot to the right of the main entrance** (as seen when facing the building). Please leave the front/main lot open for attendees.

Exhibitor Information & Guidelines

Badges:

Exhibitor badges will be emailed prior to the show. Please screenshot or print your badge to access the building. **Do not share your badge** with unauthorized individuals.

Complimentary Admission Passes:

Each exhibitor will receive a link to claim **4 complimentary admission passes** approximately 2–3 weeks before the event, available via the Exhibitor Portal.

Insurance:

Show Management is covered under Public Liability insurance. Exhibitor property is not covered and is displayed at your own risk. Exhibitors are responsible for insuring their own property against theft, fire, damage, or other loss.

Refunds & Cancellations:

All sales are final. However, in the event of cancellation or rescheduling due to government restrictions, natural disasters, pandemics, or similar uncontrollable circumstances, prepaid booth fees may be credited toward future Dow Media LLC events.

Security:

Although precautions are taken, Show Management is not responsible for loss or damage. Security tips:

- Always have two staff members present during move-in and move-out.
- Staff your booth at all times during show hours.
- Remain at your booth until attendees have cleared each evening.
- Remove or secure valuables nightly.
- Report suspicious behavior or theft immediately.
- Ensure your exhibit and staff are properly insured.

Sales Tax:

If you plan to sell products directly at the show, you may be required to obtain a **Maine Temporary Sales License**. No food or beverage sales are allowed.

Booth Details

- Depth: 7'
 - Height: 8' back, 32" sidewalls
 - Widths: 10' (single), 20' (double), 30' (triple), etc.
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Display Rules**Signage:**

- Must be professionally made – no handwritten signs.
- Cannot exceed the 8' height of your booth or spill into neighboring booths.
- Unfinished or unprofessional signs will not be permitted.

Demonstrations & Giveaways:

- All activity must stay within your booth.
- No soliciting or displays in aisles or outside your designated space.

Copyrighted Materials:

If you use music, images, or video, you must obtain proper licenses (e.g., ASCAP, BMI).

Proof may be required. Exhibitors are responsible for legal use and must indemnify The Maine Home Show from any claims of infringement.

Fire & Facility Regulations

Smoking/Vaping:

Strictly prohibited inside the Augusta Armory.

Exits:

- Must remain unobstructed at all times.
- No items may be placed within 15 feet of exits.
- Exit signs must remain visible.

Electrical Equipment:

- Must be UL or FM listed.
- Wiring must follow National Electrical Code.
- 14-gauge wire or heavier is required.
- All extension cords must be 3-prong and grounded.

Open Flames:

Candles or open flame devices are **not permitted**.

Vehicles on Display:

- Allowed, but cannot be moved during show hours.
 - No refueling or fuel removal inside the building.
 - Do not idle unnecessarily.
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Professional Presentation Tips


- Bring clean, professional flooring if using your own.
 - **No duct tape** – use gaffer's tape or low-residue alternatives.
- Table linens are provided, but you may use your own.
- Professionally printed signs only.
- Set up banners early to reduce wrinkles.
- Store empty crates and boxes off the show floor.
- **No eating in your booth.** It detracts from the visitor experience.


Enhance Your Display:

- Highlight new or trending products.
 - Use lighting or creative signage.
 - Add greenery, live or faux, to soften and energize your booth.
 - Ensure your staff is well-presented. Consider a branded look (e.g., matching shirts or hats).
 - Remove or update any worn or outdated booth materials.
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Contact Information


Show Organizer: Travis Dow

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 MaineHomeShow.com

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 Facebook: *Search "Maine Home Show"*