

The 2027 International Custom Rod Building Exposition

contact@icrbe.net

February 19-21, 2027

(Set up is the 19th, Friday)

**M.C. Benton Convention Center
Winston-Salem, NC**

Standard booths are \$595 each. For 2027 we managed to keep booth pricing the same as 2026. Add \$95 for corner placement. *Corners are assigned on a first-come, first-served basis.*

Rod Builder Display Spaces are \$295 each. Only custom rods may be displayed. One 6 foot table and one chair is included. No blank or component sales allowed from Rod Builder Spaces.

A deposit of 50% of total is required no later than October 31st, 2026. Balance due no later than December 31, 2026. Please note: Deposit is non-refundable.

Wi-Fi internet connection is provided at no additional charge.

Please fill out and return with deposit or full payment made no later than October 15th, 2025. Preferred payment method is credit card. You can provide cc details on this form, alternatively please visit the website www.icrbe.net for online payment links.
Please note we are unable to accept payment via check.

**Tables, Chairs, Electrical and Booth Carpet rentals are handled by the Hollins Group. Their online ordering link will be sent to you in December by ThreadCentral.*

***BOOTHS ARE 10X10 FEET. NO PUSHING OUT BEYOND YOUR BOOTH/S INTO THE AISLE WILL BE ALLOWED. PLEASE ORDER ENOUGH BOOTH SPACE TO ACCOMMODATE YOUR DISPLAY.**

Item	Description	Price	Quantity	Total
Booth	10'x10' booth (includes pipe/drape/carpet)	\$595		
Corner	Corner booth placement	\$95		
RB Display	Custom Rod Builder display table (custom rod sales/displays only)	\$295		
Electricity	Electrical outlet for your booth/table	\$80		
			Total	

Signature - I have read the above and agree to all terms.

Date

Company

The International Custom Rod Building Exposition

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Payment Information

Credit Card Type:

Credit Card Number
of card)

Expiration Date

Security Number (last 3 digits on back

☐

I hereby authorize that this card be charged at this time for a 50% deposit with balance automatically charged on December 31, 2026.

☐

I hereby authorize that this card be charged for the total amount due, now.

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

E-Mail Address _____

Website Address _____

Booth Placement Preference*: _____

**We will do our best to accommodate those who order early. Early order = most likely to secure your favored position*

Name desired on Booth Sign**: _____

*** Hollins prints a sign, regardless of whether or not you choose to use it. Please indicate the name you would like to be referred to in social media and print advertising.*

Exhibitors packages, including name badge form, shipping information and any other pertinent information concerning the event will be emailed in December. Regular e-mail updates will be sent to you in order to keep you up to date on our marketing and advertising efforts as well as any changes or updates to the event itself. **We encourage you to market this event heavily to promote attendance. We (ThreadCentral) are happy to collaborate and assist in any way possible.**

By signing this contract, you agree that the show management will not be held liable to the exhibitor or his employees, agents or guests, for any loss or damage due to injury from fire, water, weather, electricity, smoke, theft, labor disputes, acts of other exhibitors or their employees and/or agents, or for any cause beyond the control of ThreadCentral and The International Custom Rod Building Exposition.

Signature - I have read the above and agree to all terms.

Date

Company

Freight Shipments

Freight shipments should be delivered to **the Hollins Group** per the instructions on the Hollins Contract which will be provided in December. Hollins will be happy to help you arrange for receiving and shipping services to and from the Expo facility. **Please avoid sending items to the MC Benton center as they will go missing and will incur additional charges!**

Tables and Chairs...

...are available from the Hollins Group. You may pre-order or lease them on set up day. You may supply your own tables and chairs, if you wish.

Show hours

Sat 20 Feb: 8am – 5pm.

Sun 21 Feb: 8am – 2pm. **Please note the earlier finish time on Sunday**

Please note: Vendors are NOT permitted to tear down before 2pm on Sunday. This is vital as tickets are sold right up until closing time, and is unprofessional and discourteous for customers to walk into an event where vendors have decided to leave early.

Maximum attendance will be achieved through concerted advertising. ThreadCentral has committed to promote the show heavily, and requests each vendor to assist in any way they can. Working together will ensure you have the best show experience possible.

The International Custom Rod Building Exposition/ThreadCentral will not be held responsible, nor does it assume any liability, for any exhibitor or exhibitor's employees, agents or guests for any damages, injury or loss from any incident, equipment, weather, theft, dispute or any other possible cause whatsoever beyond the control of the International Rod Building Exposition.

- **IMPORTANT - Exhibitors may not share their booth/s with any other exhibitor, dealer, manufacturer, etc.** Each business entity must purchase their own booth space/s. There will be no exceptions. This includes and prohibits manufacturer or factory personnel working in a dealer's booth or vice versa.
- Your display may not exceed the limits of your purchased booth area. You may not place literature or other promotional items outside your booth space without the express written permission of the show promoter.
- Show director reserves the right to assign all booth spaces as he deems fit.
- No edible food or drink may be sold by any of the exhibitors.
- Only rod blanks (height) may exceed the top of the booth hard back. Signs, banners, etc., may not protrude above the top of the booth hard back.
- On site security in 2027 is provided to you at no charge, however, The International Rod Building Exposition will not assume liability for theft or damage of your products or items before, during or after the event.

We look forward to working with you and seeing you in 2027!