



## Vendor Application

**Saturday, September 27, 2025**

**10:00 a.m. – 3:30 p.m.**

**House of Hope**

**4650 Flat Shoals Parkway  
Decatur, GA 30034**



**Presented By**

**WELLS  
FARGO**

**Title Sponsor**

# About HouseATL

HouseATL is a cross-sector membership coalition committed to building the public will for a comprehensive and coordinated housing affordability action plan for Atlanta. Our membership's vision is that Atlanta will have a shared, comprehensive set of policies and adequate funding to address housing affordability.

HouseATL's members advance the organization's mission through five working groups that cultivate partnerships across the public, private and nonprofit sectors. The Homeownership Working Group is responsible for organizing the Homeownership Maintenance & Education Expo and is focused on increasing and sustaining homeownership for low-to-moderate income households, with a focus on Black and Brown families who have historically had lower ownership rates.



## About the Dream HOME Expo

Building on the success of the Inaugural 2024 HouseATL HOME (HomeOwnership & Maintenance Education) Expo, which equipped nearly 150 homeowners with critical tools to preserve and protect their homes, the **2025 Dream HOME Expo** expands the vision even further.

This year's event will **continue to support current homeowners** in maintaining sustainable homeownership through expert-led sessions on home maintenance, legal protection, and legacy planning. In addition, the 2025 Dream HOME Expo will introduce a **dedicated focus on prospective homeowners**, offering guidance on the full journey to homeownership—from financial preparation and credit repair to down payment assistance, mortgage prequalification, and the homebuying process.

Attendees—both current and future homeowners—**will leave empowered** with:

- Actionable strategies for maintaining and protecting their homes
- Trusted resources and service providers
- Key insights into wealth-building through homeownership
- Networking opportunities with lenders, realtors, housing counselors, and legal experts

The **Dream HOME Expo** aims to close gaps in access to knowledge and services, promote long-term housing stability, and build stronger communities through education, empowerment, and connection.



# VENDOR APPLICATION GUIDELINES

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Thank you for your interest in participating in the Dream HOME Expo as a vendor! We are accepting vendor applications for both non-profit organizations and for-profit businesses. Please review the general vendor guidelines below.

## APPLICATIONS:

- Application deadline: Friday, August 29, 2025
- Applications will be reviewed on a first received/first paid basis.
- Space is limited, and vendor space will not be held without a completed application and payment in full.
- Submission of an application DOES NOT guarantee vendor space as applications must be approved by the HouseATL Homeownership Working Group and HouseATL staff.
- Approved applications will receive a confirmation letter via email from HouseATL with your Vendor ID Number.
- Vendor packets will be given out at Vendor Check-In.
- All vendors must be at least 18 years of age.

## VENDOR RATES:

- Non-Profit Early Bird Rate (before July 29) - \$75.00
- For-Profit Early Bird Rate (before July 29) - \$100.00
- Non-Profit Regular Rate (after July 29) - \$100.00
- For-Profit Regular Rate (after July 29) - \$150.00

*\*HouseATL members will receive a \$25 discount*

## PAYMENTS:

- Payments can be made via credit card or check
- Payment made with credit card will incur a processing fee

## CHECK IN:

- Vendors must check-in at the Vendor Check-In Station the morning of the event
- Vendor packets will be distributed at that time

## SET-UP:

- Set-up time is between 8:30am - 9:15am on Sept 27
- NO SET-UP WILL BE ALLOWED AFTER 9:15am on Sept 27
- NO REFUNDS WILL BE ISSUED FOR FAILURE TO ADHERE TO THIS STIPULATION.

## BREAK-DOWN:

- Break-down time is at 3:30pm.
- Break down cannot begin before 3:30pm



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## EXHIBIT SPACE:

- Vendor space consists of an 8' x 8' area to accommodate one (1) 6' table, and two (2) folding chairs.
- A tablecloth is not included in the vendor registration fee but one can be provided for an additional \$15.
- Company or organization name will be included on event collateral & directory.
- Please be prepared to utilize only the space within your 8' x 8' area.
- Your exhibit SHALL NOT obstruct the view, or detract from the adjoining vendor, nor be operated in any manner objectionable to others. If extra space is needed, additional vendor space will be required and billed accordingly.
- Vendors must have an authorized representative present throughout the entire event including during set-up and break-down.
- Vendors are required to remain for the entire event.
- Electricity is not available for vendor table. No extension cords allowed. Generators ARE NOT allowed.
- No t-shirts or other products bearing the name and/or logos of HouseATL and its sponsors will be allowed for sale or distribution.

## CANCELLATION POLICY/LIABILITY:

The Dream HOME Expo will be held rain or shine. No refunds will be given for any reason. HouseATL, its sponsors & community partners are not responsible for any loss or damage to persons or property. HouseATL reserves the right to remove any individual from the event for any reason. This may result in the loss of vendor fees and/or legal action being taken against the individual(s) and/or their employer(s). When acts of God, work stoppages, or any other cause not within the control of event management make it impossible for the Vendor or any of their materials to occupy or function in the event premises, the Vendor shall waive any claim for damages or compensation. In addition, Vendor further acknowledges that insurance covering the Vendor and their property against damage, property, and business interruption losses is the sole responsibility of the Vendor. The undersigned agrees to understand and accept the above conditions.

## APPLICATION SUBMISSION:

Please read the application carefully and complete it in its entirety. Submit the application by the registration **DEADLINE: Friday, August 29, 2025 to [info@houseatl.org](mailto:info@houseatl.org)**. The application may also be completed electronically using the LINK or QR Code below.



[2025 Dream HOME Expo Vendor Application Link](#)



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VENDOR COMPANY INFORMATION

Vendor Company Name \_\_\_\_\_

DBA (if applicable) \_\_\_\_\_

Company Website \_\_\_\_\_

Company Phone Number \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

CONTACT INFORMATION

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Contact Email Address \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Alternate Number \_\_\_\_\_

INDUSTRY/SERVICE INFORMATION

Please provide the Industry Category for your Business/Organization

Example: Attorney, Insurance Broker, Realtor, Lender, Landscaper, Plumber, etc.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please provide a description of the Products and/or Services provided by your Business/Organization

Please list services/products that you would like to display. Vendor space will be assigned based on this list. Once the contract is signed and submitted, you may not display additional items without prior written consent. Non-compliance may mean cancellation of the contract and forfeiture of vendor fees.

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## EXHIBITING INFORMATION

Will you require a tablecloth?  
*The fee will be an additional \$15*

☐ Yes ☐ No

Would you like to provide a live demonstration?  
If yes, please explain

☐ Yes ☐ No

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## VENDOR FEE INFORMATION

Early Bird Rate (Deadline - July 29, 2025)

☐ Nonprofit - \$75 ☐ For Profit - \$100

Regular Rate (Deadline - August 29, 2025)

☐ Nonprofit - \$100 ☐ For Profit - \$150

Are you a member of HouseATL  
\*Members receive a \$25 discount

☐ Yes ☐ No

If selected, I understand that the Vendor  
Table fee is due within 5 days of selection  
notification

☐ Yes ☐ No

## VENDOR AGREEMENT

By submitting your signature below, you understand that, as a participant in The Dream Home Expo, you are engaging in a public-facing event.

Participation carries with it certain inherent risks that cannot be eliminated, ranging from minor injuries to death. You understand and agree that in consideration for your participation in the event, you and any registered party, its heirs, and personal representatives or assigns of you or the registered party do hereby release, waive, discharge, and covenant not to sue HouseATL, its officers, sponsors, directors, agents, volunteers, and employees for any liability from any claims arising from participation in The Dream HOME Expo by you or any registered party.

HouseATL may take photos at the event. As part of my participation in this HouseATL event, I understand that HouseATL, its partners, and sponsors may use photos taken of me on social media sites and other marketing materials.

I have read the enclosed information, understand my obligations, and agree to comply with the Dream HOME Expo rules and regulations.

Date \_\_\_\_\_

Name (print) \_\_\_\_\_

Signature \_\_\_\_\_