



# 2018 Home & Product Expo

## August 17 - 19, 2018

### Exhibitor Information & Show Rules

#### SET-UP

- THURSDAY, AUGUST 16th            7:00 a.m. – 7:00 p.m.
- FRIDAY, AUGUST 17th            7:00 a.m. – 10:00 a.m.

#### OPEN TO PUBLIC

- FRIDAY, AUGUST 17th            1:00 p.m. – 6:00 p.m.
- SATURDAY, AUGUST 18th        10:00 a.m. – 6:00 p.m.
- SUNDAY, AUGUST 19th          12:00 p.m. – 5:00 p.m.

#### TAKE DOWN

- SUNDAY, AUGUST 19th            5:00 p.m. – 10:00 p.m.
- MONDAY, AUGUST 20th          *Must have a signed "Large Item Move Out Form" (Fee may apply)*

**\* BOOTHS MUST BE COMPLETE BY 10:00 A.M. ON FRIDAY, AUGUST 17th**

Judging will take place from 10:00 a.m. until 10:45 a.m. on Friday, August 17th

A representative may be present at this time. Booth must be in working order (lights on, presentations working).

The Expo Awards Presentation Luncheon & Silent Auction will be from 11:00 a.m. until 12:30 p.m.

#### **2018 BOOTH PRICING:**

Booth Size	Member Rate/Deposit	Non -Member Rate/Deposit
A = 6' deep x 8' wide	\$500 / \$250	\$550/ \$275
B = 6' deep x 8' wide	\$600 / \$300	\$650/ \$325
C = 8' deep x 8' wide	\$700 / \$350	\$750/ \$375
D = 10' deep x 10' wide	\$800 / \$400	\$850/ \$425

#### **MANDATORY EXHIBITOR MEETING**

**Thursday, August 2nd 10:00 a.m.**

**Pensacola Bay Center**

All participating Exhibitors **MUST** have a representative present. Pensacola Bay Center & HBA staff will be on hand to go over all rules and regulations for the show and to answer any questions. **Exhibitor badges and yard signs will be given out at this meeting.**

**Please check in at the registration table with company name when you arrive.** Mandatory meeting can be waived for out of town exhibitors.

*Note: You can turn in your Exhibitor Order Form, Vendor Food form and Silent Auction item at this meeting.*

#### **EXPO AWARDS LUNCHEON & SILENT AUCTION**

**(August GMM)**

**Friday, August 17th 11:00 a.m. - 12:30 p.m. Pensacola Bay Center**

**There is a \$20.00 per attendee charge which includes lunch.** The first hour will be dedicated to the Silent Auction and lunch. In the last half hour will present the Outstanding Booth Awards. \*(See note. – Must RSVP to attend.)



We would love to help our Expo exhibitors gain some valuable exposure for their business while helping our association generate funds to support our Charitable Contribution / Scholarship Fund.

**We are requesting that EACH exhibitor donate an item / gift certificate with a value of at least \$40.00** for our Expo Silent Auction. In exchange for **your donation you will be entitled to one FREE entry to the Expo Awards Luncheon (\$20 Value)**. *Please return the Silent Auction Donation Form ASAP (Separate attachment)!*

\*Invitation (w/ RSVP instructions) for the Expo Awards Luncheon and Silent Auction will be mailed closer to the event date.

**Exclusive Sponsorship available for Expo Awards Luncheon! Contact the HBA office for more info!**

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### **NAME BADGES – ALL EXHIBITORS!** (Must fill out and return the Name Badge Information Form)

All exhibitor representatives working this event will need an **“Official” Expo Badge** to enter the Bay Center for set up, take down and regular show hours. All representatives must show the security guard their exhibitor badge when entering. You **WILL NOT** be permitted in the show area without an exhibitor badge. Your badges and tickets will be available at the check-in desk located at the loading dock on move in day. You must see Ron Castner or Vicki Pelletier to obtain these items.

**Email Badge Info Form with Names before July 27th to: vicki@hbawf.com or Fax to (850) 494-9764**

*If form is not returned, you will receive eight badges with your company name and “Representative” in the name section.*

**Badges will be available at the Mandatory Exhibitor Meeting on August 2<sup>nd</sup> or at the loading dock on move in day.**

### **EXHIBITOR ORDER FORM and SAMPLE FOOD and/or BEVERAGE DISTRIBUTION**

*(Must fill out and return – can be turned in at the mandatory meeting on Aug. 2nd)*

Exhibitor Order form is to establish your specific **booth needs/preferences** for the Expo setup. Please be sure to select in the “Booth Rental Includes” box the standard booth setup with items listed **or** the empty booth (pipe & drape only). Exhibitors with multiple booths combined will need to be specific as to the needs of your booth setup. **(See booth specifications below!)**

All additional items that are available are listed in the bottom section of this form and need to be selected **only if needed**. These items do have an additional charge as noted and you must submit payment for all additional items when turning in the form.

**Payment for any additional items should be made payable to Pensacola Bay Center.**

**All participating exhibitors must fill out and return the Exhibitor Order Form and Sample Food and/or Beverage Distribution form to the Pensacola Bay Center.**

*You can fill out and submit form at the Exhibitor Meeting on Aug. 2nd or fax to (850) 494-9764*

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### **BOOTH SPECIFICATIONS AND RULES**

- Booths are separated by 8-foot high curtain partitions attached to poles that have a 12-inch square base at each corner. Booth displays **must** fit within the confines of the 6’ x 8’, 8’ x 8’, 10’ x 10’, 20’ x 20’, etc., space that you reserved. When constructing your booth, **please allow for the base of curtain poles (12” square and approximately ¼” high or less) and poles (3” diameter)**. Exhibits may not extend into the aisles. **If you increase your space into the aisles, the HBA staff will request you move you items back into the space confines you paid for, with no exceptions.**
  - Exhibits extending higher than the 8-foot partition shall not detract from another exhibitor’s display.
  - Booth displays must remain intact throughout the three-day show. Displays **may not** be disassembled before the Expo **closing at 5:00 p.m. Sunday**. **VIOLATORS WILL BE FINED \$250.00.**
  - Tables must be draped. Exhibitor booths include the following: 1 - 8’ table, 2 - chairs, 1 - tablecloth, 1 - skirt, & 1- electrical circuit (120v). **If you will require additional electrical complete the EXHIBITOR form included in your packet.**
  - Exhibits **must** be manned at all times during the show.
  - Exhibits should contain printed or painted signs only. Unprofessional signs will be removed.
  - Balloons are **NOT** permitted in the Civic Center.
  - Food and Drinks are **NOT** permitted in the Civic Center. If you plan to give out candy or samples, you must get authorization from the Civic Center. **See attached Authorization Form for food or beverage samples.**
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### **JUDGING CATEGORIES & CRITERIA** (Judging will take place from 10:00 a.m. until 10:45 a.m. on Friday, August 17th)

Criteria for judges include: Use of Space; Creativity/Diversity; Product or Services Presentation (Does booth convey message about product/services.) Each category will have an overall category award winner and an honorable mention.

Best in Show awarded to one booth out of all booths being judged. **To opt-out of judging**, please send an email with **DO NOT JUDGE MY BOOTH** in the subject line to [vicki@hbawf.com](mailto:vicki@hbawf.com). (Include your company name and booth number in email.)

Categories subject to change based on final booth layout.

CATEGORY 1	CATEGORY 2	CATEGORY 3	CATEGORY 4	CATEGORY 5
6 x 8	8 x 8 6 x 16	10 x 10 8 x 16	10 x 20	10 x 30 10 x 40 20 x 20

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## **DRAWINGS & GIVEAWAYS**

Your company is permitted to have drawings for prizes/giveaways. The drawings **MUST** be held during the show. Winners will be announced at your convenience. Contact Vicki Pelletier, Expo Coordinator, if you have any questions about drawings or giveaway rules during the Expo.

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## **SELLING ON THE FLOOR**

Your company is allowed to sell product on the floor, but **must provide the HBA with a Tax ID form** prior to the opening of the show. (W-9) attached to the registration form.

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## **EMERGENCIES OR QUESTIONS**

If you have an emergency or need assistance during the show please contact a Pensacola Bay Center staff member or the HBA Staff member on-site. (David Peaden or Vicki Pelletier)

Emergency personnel will be on site during the Expo. Day & Night Security will be on site during the Expo.

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# **HOW TO GET THE MOST FROM YOUR EXPO PARTICIPATION**

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## **GOALS OF THE SHOW**

1. What do you expect from the show? Enhance company image? Introduce a new product or service?
2. Set one or two specific goals and ways to measure those goals.
3. Measure the results like you would for any other form of advertising. Sending out press releases or invitations for customers to attend. Post the show dates & times in your store and on your website.
4. Offer promotions or sales for all contacts you meet during the show. Be sure to advertise these items.

## **DESIGNING YOUR BOOTH**

1. Be creative in displaying your product or service. You only have a few seconds to get the customers attention.
2. Make sure it is clear what your company has to offer.
3. Eliminate barriers that make it difficult for customers to enter your booth. Tables and chairs across the front of your booth will make the customer feel uninvited and make you unapproachable.
4. Make sure you provide adequate lighting. Don't depend on the overhead lighting.
5. Signs should be professional and should be placed where they can easily be seen, preferably where they can be seen from more than one direction.
6. Use operating products or have ongoing demonstrations. People like to get involved.
7. Plan your booth for traffic flow. **All flooring placed in booth must be secured with gaff tape** to avoid trip hazards. (Tape is available at most theatrical or prop stores.)
8. Include plants, flowers and accessories. Make the customer feel invited.
9. You must refrain from loud noises and actions that may deter from the surrounding booths and overall show.

## **DRAWINGS AND GIVEAWAYS**

1. If you choose to have giveaways and drawings, make them relate to your business.
2. Design drawing entry forms carefully so that you get information from your entrants that will "qualify" the entries. Make sure your company name is on the entry form.

3. Plan the location of the drawing box so you have an opportunity to talk with your prospects, not where they must stand in the aisle to fill out the form.
4. Decide how you intend to follow up on leads (this will help in designing your entry form).
5. Post rules of the drawing carefully! (You are responsible for all aspects of your drawing/giveaways.) Be sure that the customer is aware of all rules, times and exactly what they will receive from the drawing.

## **STAFFING YOUR BOOTH**

1. Train your staff and make sure they know the goals for the show.
  2. Schedule short shifts where possible.
  3. Dress professionally; appropriate to your business. Wear comfortable shoes.
  4. Smoking, eating and drinking should be done in designated areas, not in your booth.
  5. Stay on your feet. Customers tend to feel they are “bothering” you if you are sitting down as they approach.
  6. Make sure your staff has name tags that clearly identify your company.
  7. Don’t leave your booth unmanned. If two representatives are manning the booth – try to keep conversations to a minimum. Customers should not have to interrupt in order for you to tell them about your products or services.
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HOME BUILDERS ASSOCIATION  
OF WEST FLORIDA

