

FLORIDA HARDWARE SPRING 2020 DEALER MARKET



SPRING 2020 DEALER MARKET

DOUBLETREE CONVENTION CENTER - ORLANDO, FL

MOVE IN / SET - UP

Friday February 21, 2020 8:00am - 5:00pm

SHOW DATES

Saturday February 22, 2020 8:00am - 5:00pm

Sunday February 23, 2020 8:00am - 3:00pm*

*early breakdowns are prohibited

LOCATION

DoubleTree Convention Center
5780 Major Boulevard
Orlando, Florida 32819

VENDOR PROGRAMS

See Attached for Details

Programs are Due November 14, 2019!

Target Specials - Discounted Core Warehouse Items

Money Tree Deals - 50%+ off Displays

Drop Ship Programs

LODGING

DoubleTree Hotel at the Entrance to Universal

5780 Major Boulevard

Orlando, Florida 32819

Toll Free Reservations: (800) 222-TREE (8733)

Online: www.floridahardware.com/dealermarket



Reserve your room before February 3, 2020 to guarantee a \$143 plus tax per night room rate. You must ask for the Florida Hardware Group price or use code SFH.

Exhibitors will receive a voucher from Florida Hardware for a discount on hotel rooms.

\$40.00 per full booth reservation*

* Eligibility only for room nights reserved under the Florida Hardware Group with the DoubleTree Hotel at the Entrance to Universal Orlando.

BOOTH REGISTRATION

Registration & Programs due by Nov 14th, 2019!

The Spring 2020 Dealer Market registration cost is \$1,350.00 per 8' x 10' booth.

Each booth includes:

- (1) Draped Table
- (2) Chairs
- (1) Waste Basket
- (1) Identification Sign per Vendor
- (2) Catered Lunches (Sat. & Sun.)

Florida Hardware reserves all rights on booth placement. **Priority placement in the show hall will be given to Premier Sponsors** (see attached for details on how to become a Premier Sponsor)

An exhibitor packet will be sent to you in January 2020 once we receive your completed show contract. This kit includes information on ordering additional signs, audio/visual equipment, electrical service, pegboard, and shipping information for samples.

RETURN REGISTRATION & PROGRAMS:

By Fax:

(904) 783-4556

Attention : Show Coordinator

By Email :

dealermarket@floridahardware.com

IMPORTANT DUE DATES!

November 14, 2019 - Registration Due!

November 14, 2019 - Programs Due!

February 3, 2020 - Room Reservations!

**--How can we attract more dealers to the show
with money to spend?--**

GATOR BUCKS!

(Includes Premier Booth Location)

What is a Gator Buck?

Each show Florida Hardware distributes over \$25,000 Gator Bucks to be spent at Premier Sponsor Booths! A Gator Buck is Florida Hardware's special currency given to dealers who attend the Spring 2020 Dealer Market. They can only be redeemed, in person, at Premier Sponsor Booths on the Saturday or Sunday of the show for warehouse or drop ship purchases. Gator Bucks are paid to the dealer as a Florida Hardware credit and involve no other expense to you other than the Premier Sponsorship.

How Gator Bucks work for the dealer:

Each of Florida Hardware's customers will accrue a percentage of their warehouse purchases toward "Gator Bucks". Each dealer can accrue up to \$250 per dealer, per show, in the form of "Gator Bucks".

How Gator Bucks can work for the Vendor:

Gator Bucks are only redeemable at the show with Premier Sponsors

The Premier Sponsor Program consist of:

PREMIER SPONSOR: \$600

- **Prominent booth position in the show hall. More Booth Traffic!**
- Special booth signage with the Premier Gator Bucks participating vendor designation.
- Prominent display of your Company Logo on all show literature.
- First preference for coupons on core warehouse items.
- Announcement of Premier Vendor Sponsors during Show opening address on Saturday and Sunday.
- Listing on the Premier Vendor Banner with Company Name and Logo hanging at the convention entrance.





VENDOR PROGRAM FORM

Programs are due by Nov 14, 2019!

SUPPLIER INFORMATION *(Required)*

PROMOTIONAL TERMS *(Required)*

Manufacturer Name:	Stock \ Warehouse Full Line Discount: _____ %
Representative Name:	Normal Terms, Plus Additional Days (check one): _____ + 60days _____ + 90days
Phone:	
Fax:	Freight Terms:
Email:	Manufacturers Approval Contact:
Notes:	Show Order Buying Window - multiple orders required, minimum 30 days before and after the show.
Signature:	

TARGET & COUPON SPECIALS

(requires submission of high resolution images for each product)

- | | |
|--|---|
| <ul style="list-style-type: none"> • These Are Market Leading, Core Items • Stocked In The Florida Hardware Warehouse • Exceptionally Priced, Reflecting Market Sensitivities And Competition | <ul style="list-style-type: none"> • Target Items Must Be Represented On The Show Floor • Items Will Be Offered During Show Hours To Attending Dealers • The Coupons Must Be Redeemed In The Booth |
|--|---|

Florida Item Number	Model Number	Item Description	UOM	MSRP	Spiff/ Rebate	Regular Net Cost	Promo Net Cost

"MONEY TREE" DISPLAYS

(requires submission of a high resolution image of the display and excel formatted descriptions and pricing)

- | | |
|---|---|
| <ul style="list-style-type: none"> • Small Plan-O-Grams, Assortments, Counter Displays, And ¼ Pallets • Feature Large Rebates For Buying An Entire Display • Typically 50%+ In Spiffs Or Discounts | <ul style="list-style-type: none"> • Designed To Get Placement In A Store, "Buy Real Estate" • Built To Drive Replenishment Business • Require Digital Submission Of Image And Product Listing |
|---|---|

Model Number	UPC Number	Item Description	UOM	Dspl Qty	MSRP	Spiff/ Rebate	Regular Net Cost	Promo Net Cost

DROP SHIP PROMOTIONS

Model Number	UPC Number	Item Description	UOM	Dspl Qty	MSRP	Spiff/ Rebate	Regular Net Cost	Promo Net Cost

"PALLET ALLEY", PALLET DEALS

- | | |
|--|---|
| <ul style="list-style-type: none"> • Full Pallet Deals, With Designated Display Area "Pallet Alley" | <ul style="list-style-type: none"> • A Full Pallet Of Product Or Dummy Product Should Be Displayed |
|--|---|

Model Number	UPC Number	Item Description	UOM	Dspl Qty	MSRP	Spiff/ Rebate	Regular Net Cost	Promo Net Cost

*Add additional rows as needed. Please do not change or re-arrange columns, or column headings. Submit complete.



2020 SPRING DEALER MARKET FEB 22ND & 23RD, 2020
BOOTH REGISTRATION FORM **Registration Due Nov 14th, 2019**

One vendor per sheet - Please copy this form for each additional vendor

Vendor Name _____

Vendor Representative _____ Phone _____

Billing Address _____

City _____ State _____ Zip _____

Email Address _____

_____ Booths at \$1,350.00 Per Booth
 (Per 8' x 10' booth)

_____ **Gator Bucks Premier
 Sponsorship \$600**

_____ **Total**

Each booth includes:
 (1) Draped Table (2) Chairs
 (1) Waste Basket (1) Identification Sign per Vendor
 (2) Catered Lunches (Sat. & Sun.)

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****READ THIS** - Early breakdown on Sunday will result in a \$250.00 charge against all vendors represented in the booth.**

METHOD OF PAYMENT:

Check Enclosed (USD drawn on a US Bank)
Payable to:
 Florida Hardware LLC
 PO Box 6759
 Jacksonville FL 32236-6759

OR

**Invoice my Company
 Attention** _____

****All Vendors must pay booth fee before December 14, 2019.****

****Drop ship only vendors must pay booth fee by check (no credit memo) before Nov 14, 2019.****

BADGE REQUEST:

1. First Name _____ Last Name _____

Nick Name (if used) _____ Factory/Agency Name _____

2. First Name _____ Last Name _____

Nick Name (if used) _____ Factory/Agency Name _____

Authorized Signature: _____ **Title:** _____

Printed Name: _____