

FLORIDA HARDWARE SPRING 2018 DEALER MARKET



SPRING 2018 DEALER MARKET

DOUBLETREE CONVENTION CENTER - ORLANDO, FL

MOVE IN / SET - UP

Friday February 16, 2018 8:00am - 5:00pm

SHOW DATES

Saturday February 17, 2018 8:00am - 5:00pm

Sunday February 18, 2018 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 24th, 2017!

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 January 26, 2018 to guarantee a \$135 plus tax per night room rate. You must ask for the Florida Hardware Group price.

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

\$40.00 per full both 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 due by November 13th, 2017!

The Spring 2018 Dealer Market registration cost is \$1,100.00 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 'Platinum Vendors'** (see attached for details on how to become a Platinum Vendor)

An exhibitor packet will be sent to you in January 2018 once we receive a 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!

Nov 13, 2017 - Registration Due!

Nov 24, 2017 - Programs Due!

Jan 26, 2018 - Room Reservations!

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

GATOR BUCKS!

What is a Gator Buck?

Each show Florida Hardware distributes over **\$25,000 Gator Bucks to be spent at Premier Vendor Booths!** A Gator Buck is Florida Hardware's special currency given to dealers who attend the Spring 2018 Dealer Market. They can only be redeemed, in person, at Premier Vendor 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 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 Vendors

The Premier Vendor Program has two levels:

PLATINUM LEVEL: \$500

- 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.
- Prominent booth position in the show hall.
- Listing on the Premier Vendor Banner with Company Name and Logo hanging at the convention entrance.

GOLD LEVEL: \$350

- Designation in the booth as a Gator Bucks Participating Vendor.





VENDOR PROGRAM FORM

Programs are due by Nov 24, 2017!

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)

- These Are Market Leading, Core Items
- Stocked In The Florida Hardware Warehouse
- Exceptionally Priced, Reflecting Market Sensitivities And Competition
- 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)

- Small Plan-O-Grams, Assortments, Counter Displays, And ¼ Pallets
- Feature Large Rebates For Buying An Entire Display
- Typically 50%+ In Spiffs Or Discounts
- 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

- Full Pallet Deals, With Designated Display Area "Pallet Alley"
- 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



2018 SPRING DEALER MARKET FEBRUARY 17TH & 18TH
BOOTH REGISTRATION FORM **Registration Due Nov 13th, 2017**

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

Vendor Name _____

Vendor Representative _____ Phone _____

Billing Address _____

City _____ State _____ Zip _____

Email Address _____

_____ Booths @ \$1,100.00 Per Booth
 (Per 8' x 10' booth)

_____ **Gator Bucks Premier
 Vendor Sponsorship**
 (Platinum \$500.00, Gold \$350.00)

_____ **Total**

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 (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 Nov 24, 2017.****

****Drop ship only vendors must pay booth fee by check (no credit memo) before Nov 13, 2017.****

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: _____

Fax or Email Completed forms to dealermarket@floridahardware.com or fax: (904) 783-4556