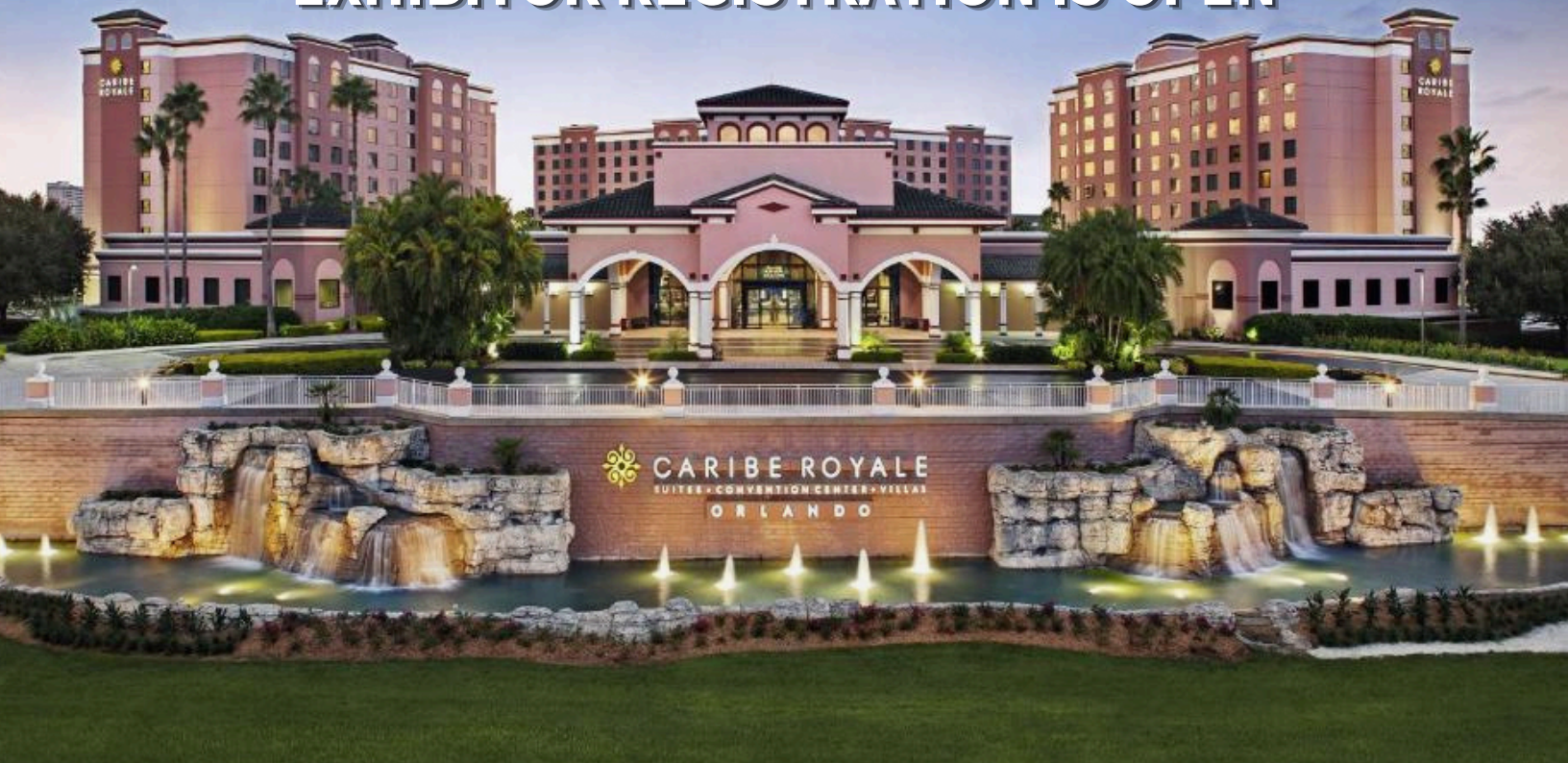


FLORIDA HARDWARE DEALER MARKET

EXHIBITOR REGISTRATION IS OPEN



FALL 2026 FLORIDA HARDWARE DEALER MARKET CARIBE ROYALE ORLANDO

August 14th & 15th, 2026

special room rates available in the link below

REGISTER NOW



(800) 793-0926

www.floridahardware.com

EXHIBITOR INFORMATION

HOW DO I PARTICIPATE IN THE FALL 2026 FLORIDA HARDWARE DEALER MARKET?

- [CLICK HERE](#) to register for the Fall 2026 Florida Hardware Dealer Market. Registrations are due by 05/11/2026, and programs are due by 05/18/2026. Visit www.floridahardware.com/DealerMarket/ for information.

HOW DO I ENSURE PRIORITY PLACEMENT IN THE EXHIBIT HALL?

- Priority placement is reserved by selecting a [Corner Booth, Showcase, and Platinum Sponsorship Level](#)

HOW CAN I ATTRACT MORE DEALERS TO MY BOOTH WITH SPONSORSHIP OPPORTUNITIES?

- [Gator Bucks Premier Sponsorship](#): Gator Bucks are a currency provided by Florida Hardware to Dealers and can only be redeemed at the booths that select this [Premier Sponsorship Level](#). Additionally, the Sponsor's logo will be placed on show catalog covers, show floor banners, and a marquee booth sign. Priority floor placement is provided.
- [Double Booth, Showcase, and Platinum Sponsors](#) will have all of the perks of the [Gator Bucks Premier Sponsorship](#), plus placement in the highest traffic show floor areas.
- [Tote Bag Logo Sponsor](#): Put your logo front and center on all bags handed out to Dealers at the show
- [Program or Tote Bag Insert Sponsor](#): Market your brand to attending Dealers through a full or half-page ad in the Show Program or through samples provided in registration totes
- [Pallet Alley](#): 4x4 space to display your products in the designated Pallet Alley area, complete with a logo sign featuring your booth location for added visibility. This space is ideal for pallet-priced deals or product displays.

HOW CAN I PRESENT TO THE FLORIDA HARDWARE SALES TEAM?

- Thursday, August 13th, Florida Hardware hosts an in-person sales training with our outside sales reps. 15-minute training sessions are available, space permitting. Contact your Buyer for more details.
- [Lunch Sponsorship](#) vendor representative has a 45-minute presentation to the Florida Hardware Sales Team during the Thursday Sales Training. Limited to 1 lunch sponsor per event.

HOW DO I ORDER ADDITIONAL ITEMS FOR MY BOOTH? (ELECTRICAL, PEGBOARDS, FURNITURE, CARPET, ETC...)

- An exhibitor packet will be sent to you in July from [Extreme Family Expo & Events](#). Reference this for any additional booth accommodations. Standard Booth accommodations are listed below
- Exhibitors can purchase internet through the Caribe Royale. The order form will be included with the Exhibitor Packet email message. You can contact GetConnected@cariberoyale.com with any internet-related questions.

WHAT COMES WITH MY BOOTH SETUP?

- Booth setup includes an 8-foot-high back drape with 1 company identification sign per vendor (please ensure the correct booth name is provided in registration), 3-foot-high side drapes, a covered 6-foot table, two chairs, and one wastebasket. Booths areas will be 8' deep and 10' wide. Florida Hardware will also provide lunch each day.

HOW DO I COORDINATE ADVANCED SHIPPING OF MY BOOTH MATERIAL?

- An exhibitor packet will be sent to you in July from [Extreme Family Expo & Events](#). Use the information in this packet to coordinate shipping booth items to the Dealer Market.

WHERE DO I PICK UP MY EXHIBITOR NAME BADGE AND ORDER FORMS?

- Exhibitor packets, including name badges and show order forms, will be available Thursday, August 13th, from 8 am-5 pm in the Palms Ballroom, during exhibitor set up/move-in.

WHAT ARE THE SHOW HOURS?

- Move in begins on Thursday, August 13th, 8am-5pm. Exhibition hours | Friday, August 14th, 8:00 am - 5 pm. | Saturday, August 15th, 8:00 am-3 pm - EARLY BREAKDOWNS ARE NOT PERMITTED

LOGISTICS, TIMELINE, & HOTEL

WHERE CAN I PARK AT THE CONVENTION CENTER?

- Hotel guest self park is available for \$29/day. Visitor park is \$35/day. Valet is available for \$40/day. All fees are subject to applicable taxes. Visitors should park in the the lot located behind the Grand Caribe Convention Center. This dedicated service parking lot is accessible via Lake Bryan Beach Blvd.

WHERE DO I UNLOAD AND LOAD MY BOOTH ITEMS?

- The graphic below shows the route to the Palms Ballroom loading dock. Enter through the main entrance and follow the road to the left, behind the convention area. For larger setups, we recommend using the loading dock. If you have a smaller setup, you can park in the main lot and use the front entrance to access the convention space. Please note that the fire lane (driveway in front of the Palms ballroom) is not available for load in/out



IMPORTANT DATES

- 05/29/2026: Registration Due
- 05/29/2026: Buying Programs Due
- 07/06/2026: Booth Payment Due
- 07/15/2026: Hotel Room Cutoff
- 08/13/2026: Show Setup/Move-in
- 08/14/2025: Exhibitor Information Meeting 7:30ame
- 08/14/2025: Exhibits Open 8am - 5pm
- 08/15/2025: Exhibits Open 8am-3pm



HOTEL INFORMATION - [CLICK HERE TO RESERVE A ROOM](#)

Caribe Royale Resort & Convention Center
8101 World Center Dr, Orlando, FL 32821

Rooms are available at \$159/night plus resort fee and applicable taxes. Rate offered until July 15th, 2026
Extended discount rate window. Rates offered August 9-20, 2026.

From I-4: Take exit 68 onto 535 / Kissimmee. Continue south for 2 miles, then turn left onto World Center Drive.
The hotel will be on your left.

From MCO: take exit 6 onto 417 / World Center Drive. Continue west for 12 miles, and the hotel will be on your right

BOOTH FEES AND SPONSORSHIPS

Standard Booth 8x10 \$1,850

If selecting more than one booth space, the total must be a whole or half number of booths.

PREMIER BOOTH PLACEMENT OPTIONS

Gator Bucks Sponsorship \$600

Allows dealers to use discount dollars at your booth. Includes logo placement and priority floor positioning

Double Booth Package \$4,300

Two standard booths in a high-visibility location, plus one Gator Bucks Sponsorship.

Showcase Booth Package \$8,000

Four adjoining booths in a premier show-floor location for increased visibility, plus one Gator Bucks Sponsorship. Layout available in linear or square configuration.

Platinum Booth Package \$11,700

Six adjoining booths in a premier show-floor location for maximum visibility and presence, plus one Gator Buck Sponsorship. Layout available in linear or rectangular configuration.

****For multi-booth sponsorships:** Includes one Gator Bucks Sponsorship. Additional sponsorships may be purchased for each line represented within the booth space.**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Pallet Alley - 4' x 4' \$50/ea

Additional display space in the Pallet Alley area, including a logo sign featuring your company name and booth location.

Dealer Program Feature, Full Page \$550

Dealer Program Feature, Half Page \$275

Feature your brand or custom message in the official event program distributed to all attendees at the show.

Registration Tote Sponsor \$2,950

Your logo/message on Registration Bags - 1 sponsor per Trade Show

Tote Bag Insert Sponsor \$550

Include samples or promotional items in the packet distributed to all attendees at the show.

Thursday Lunch Sponsor \$2,950

45 minutes to present to FHC Sales Team and Buying group during Thursday Setup - 1 per event

**August 14th & 15th, 2026
CARIBE ROYALE ORLANDO**

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