



FLORIDA HARDWARE SHOW



FLORIDA HARDWARE DEALER MARKET

ALL NEW FOR 2023!

January 27-28, 2023

Renaissance Orlando

at SeaWorld®

Orlando, FL

REGISTER NOW

(Click Here)

EXHIBITOR INVITE

**NEW BUYERS
NEW MARKETS
NEW OPPORTUNITIES**

We are excited to announce our 2023 Trade Show schedule. Now is the time to register for the Spring Event! This is your opportunity to meet hundreds of qualified store owners and buyers who are looking to purchase, learn and find the next big trend.

Florida Hardware is committed to two in person events for 2023. We appreciate the connections, learning, and value an in person show provides. We will follow all CDC guidelines in place at the time of the events

For More Information Visit

WWW.FLORIDAHARDWARE.COM/DEALERMARKET

EXHIBITOR INFORMATION

HOW DO I PARTICIPATE IN FLORIDA HARDWARE'S SPRING 2023 TRADE SHOW?

- Register before November 21, 2022 by submitting the included registration form.

HOW DO I GET PRIORITY PLACEMENT IN THE EXHIBIT HALL?

- Priority booth placement by the entrance and corners is reserved for show **Premier Sponsors**.

HOW CAN I ATTRACT MORE DEALERS TO MY BOOTH WITH MONEY TO SPEND?

- Premium show sponsors can accept Florida Hardware's Gator Buck currency that can only be redeemed in person at **Premier Sponsor** booths.

HOW AND WHEN DO I SUBMIT MY SPECIAL SHOW PRICING PROGRAMS?

- Show programs and supporting documents need to be submitted on the Florida Hardware Program Form to dealermarket@floridahardware.com by November 28, 2022.

HOW DO I PAY FOR MY BOOTH?

- Once we receive your completed registration form you will receive an invoice, and an online payment link. Payment is due by December 23, 2022.

HOW DO I ORDER MORE CHAIRS, ELECTRIC, PEGBOARD, OR ARRANGE SAMPLE SHIPPING?

- An exhibitor packet will be sent to you in January 2023 from Hollins Exposition Services 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.

WHERE DO I PICK UP MY BADGES AND SHOW ORDER FORMS?

- Exhibitor badges and sales order forms can be picked up at registration inside the Oceans Ballroom Foyer.

WHAT ARE THE SHOW HOURS?

- Thr Jan 26, 2023 Show Move-In 8am-5pm | Fri Jan 27, 2023 - 7:30am-5pm | Sat Jan 28, 2023 - 8am-3pm

WHAT COMES WITH A STANDARD BOOTH?

Each 8'x10' will be set with:

8' high back drape

3' high side dividers

(1) Draped Table

(2) Chairs

(1) Waste Basket

(1) Identification Sign per Vendor

(2) Catered Lunches (Fri & Sat)

(2) Continental Breakfast (Fri & Sat)

An exhibitor packet will be sent to you in January 2023 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.

WHERE DO I PARK/UNLOAD FOR SETUP AND THE SHOW?

Map your GPS to:

Weiser Street, Orlando, FL (no street number)

This will take you to the exhibit space entrance at the Renaissance SeaWorld. Parking is complimentary to Guests of the Renaissance Hotel booked under the Florida Hardware group.



TIMELINE & HOTEL

IMPORTANT DATES

SPRING SHOW JANUARY 2023

- November 21, 2022 - Registrations Due
 - November 28, 2022 - Buying Programs Due
 - December 23, 2022 - Booth Payment Due
 - January 10, 2023 - Hotel Room Cutoff
 - January 26, 2023 - Show Setup/ Move-In
 - January 27, 2023 - Show Meeting 7:30am
 - January 27, 2023 - Exhibits Open 8am-5pm
 - January 28, 2023 - Exhibits Open 8am-3pm*
- *Early breakdown is prohibited.

VENUE & LODGING

Renaissance Orlando at SeaWorld®
 6677 Sea Harbor Drive
 Orlando, FL, 32821

Rooms are available from \$169 per night, plus a \$20 resort fee and applicable taxes. Parking is complementary for the Florida Hardware Show, for Hotel Guests.

The special room rate will be available until January 10. Book online at www.floridahardware.com/dealermarket

NOVEMBER							DECEMBER							JANUARY						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5	27	28	29	30	1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30	1	2	3	25	26	27	28	29	30	31	29	30	31	1	2	3	4



EXHIBITOR BOOTH REGISTRATION

One vendor per sheet - Please copy this form for each additional vendor - Due November 21

1

MANUFACTURER INFORMATION

Vendor Name: _____

Vendor Representative: _____

Email: _____ May we publish for customers Yes No

Phone: _____ May we publish for customers Yes No

REGISTER NOW

(Click Here)

2

BADGE INFORMATION

1. First Name: _____ Last Name: _____

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

2. First Name: _____ Last Name: _____

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

3

BOOTH INFORMATION

Booth Fees

_____ # of Booths at \$1,600/ Booth
(Per 8' x 10' booth)

_____ **Gator Bucks Premier
Sponsorship \$600
(Premium Booth Placement &
Gator Bucks Acceptance)**

_____ **Total**

Sponsorship Opportunities

_____ Registration Tote Sponsor \$2,500
(Your Logo/Message on all
Registration Bags) - 1 Per Event

_____ Lanyard Sponsor \$2,500
(Your Logo/Name on all Event
Lanyards) - 1 Per Event

_____ Thursday Lunch Sponsor \$2,500
(45 minutes to present to FH sales
people the Thurs before the show
over Lunch) - 1 Per Event

_____ Breakfast Sponsor \$2,500
(A banner featuring logo and
booth info for one morning)
- 2 Per Event

_____ Tote Bag Insert \$400 (Your pro-
vided page in each dealer bag)

4

PAYMENT INFORMATION

Invoice my Company_(Online Payment Available via Echeck/ACH and Credit Card, fees may apply)

Payable Contact: _____

Payables Email: _____

Authorized Signature: _____

All Vendors must pay booth fee by December 23, 2022.

Drop ship only vendors must pay booth fee by December 12, 2022.

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



VENDOR PROGRAM FORM

Programs are due by November 28, 2022

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

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