



# FLORIDA HARDWARE // // // // // // // // // // SHOW

## FLORIDA HARDWARE DEALER MARKET

*Fall Trade Show*  
**August 25-26, 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 Fall Trade Show schedule. Now is the time to register for the Fall 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.

**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 and look forward to seeing our Vendor Partners in August.**

For More Information Visit

[WWW.FLORIDAHARDWARE.COM/DEALERMARKET](http://WWW.FLORIDAHARDWARE.COM/DEALERMARKET)

# EXHIBITOR INFORMATION

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

- Register before May 19, 2023 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](mailto:dealermarket@floridahardware.com) by May 26, 2023.

## 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 June 9, 2023.

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

- An exhibitor packet will be sent to you in July 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 Aug 24, 2023 Show Move-In 8am-5pm | Fri Aug 25, 2023 - 7:30am-5pm | Sat Aug 27, 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 July 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. Self parking is complimentary to the Florida Hardware group.

We will provide you **one pass per day** to the lot.



# TIMELINE & HOTEL

## IMPORTANT DATES

### FALL SHOW AUGUST 2023

May 19, 2023 - Registrations Due

May 26, 2023 - Buying Programs Due

June 9, 2023 - Booth Payment Due

August 6, 2023 - Hotel Room Cutoff

August 24, 2023 - Show Setup/ Move-In

August 25, 2023 - Show Meeting 7:30am

August 25, 2023 - Exhibits Open 8am-5pm

August 26, 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 \$139 per night, plus a \$20 resort fee and applicable taxes. Self parking is complementary for the Florida Hardware Show, for Hotel Guests.

The special room rate will be available until August 6th. Book online at [www.floridahardware.com/dealermarket](http://www.floridahardware.com/dealermarket)

2023 MAY						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2023 JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

2023 AUGUST						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



# EXHIBITOR BOOTH REGISTRATION

One vendor per sheet - Please copy this form for each additional vendor - Due May 19, 2023

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## 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)

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## 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: \_\_\_\_\_

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## BOOTH INFORMATION

### Booth Fees

\_\_\_\_\_ # of Booths at \$1,650/ 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)

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## 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 June 9, 2023.\*\*

\*\*Drop ship only vendors must pay booth fee at time of Show Registration.\*\*

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



## VENDOR PROGRAM FORM

Programs are due by May 19, 2023

### SUPPLIER INFORMATION *(Required)*

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

### PROMOTIONAL TERMS *(Required)*

### 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.