



SPRING DEALER MARKET



world famous
DAYTONA
BEACH

NEW BUYERS

NEW MARKETS

NEW OPPORTUNITIES

We are excited to announce our 2024 Spring 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.

SPRING TRADE SHOW
JANUARY 19-20, 2024
OCEANS CONVENTION CENTER
&
HILTON DAYTONA OCEANFRONT
DAYTONA BEACH, FL

For More Information Visit

WWW.FLORIDAHARDWARE.COM/DEALERMARKET

EXHIBITOR INFORMATION

HOW DO I PARTICIPATE IN FLORIDA HARDWARE'S SPRING 2024 TRADE SHOW?

- Register before November 13, 2023 by submitting the included registration form.

HOW DO I GET PRIORITY PLACEMENT IN THE EXHIBIT HALL?

- Priority booth placement is reserved for **Platinum, Gold, Silver & Premier Sponsors**.

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

- Premier 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 must be submitted on the Florida Hardware Program Form online, or to dealermarket@floridahardware.com by November 20, 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 December 4, 2023.

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

- An exhibitor packet will be sent to you in December 2023 from Hollins Exposition Services once we receive your completed show contract. This kit includes information on ordering additional signs, audio/visual equipment, carpet, 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 Center.

WHAT ARE THE SHOW HOURS?

- Thr Jan 18 - Show Move-In 8am-5pm | Fri Jan 19 - Exhibits 7:30am-5pm | Sat Jan 20 - Exhibits 8am-3pm

WHAT COMES WITH A STANDARD BOOTH?

Each 10'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 December 2023 once we receive your completed show contract. This kit includes information on ordering additional signs, audio/visual equipment, carpet, electrical service, pegboard, and shipping information for samples.

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

Paid parking is available in the Ocean Center West Lot. Temporary loading and unloading is available at the loading docks on Earl Street.



TIMELINE & HOTEL

IMPORTANT DATES

SPRING SHOW JANUARY 2024

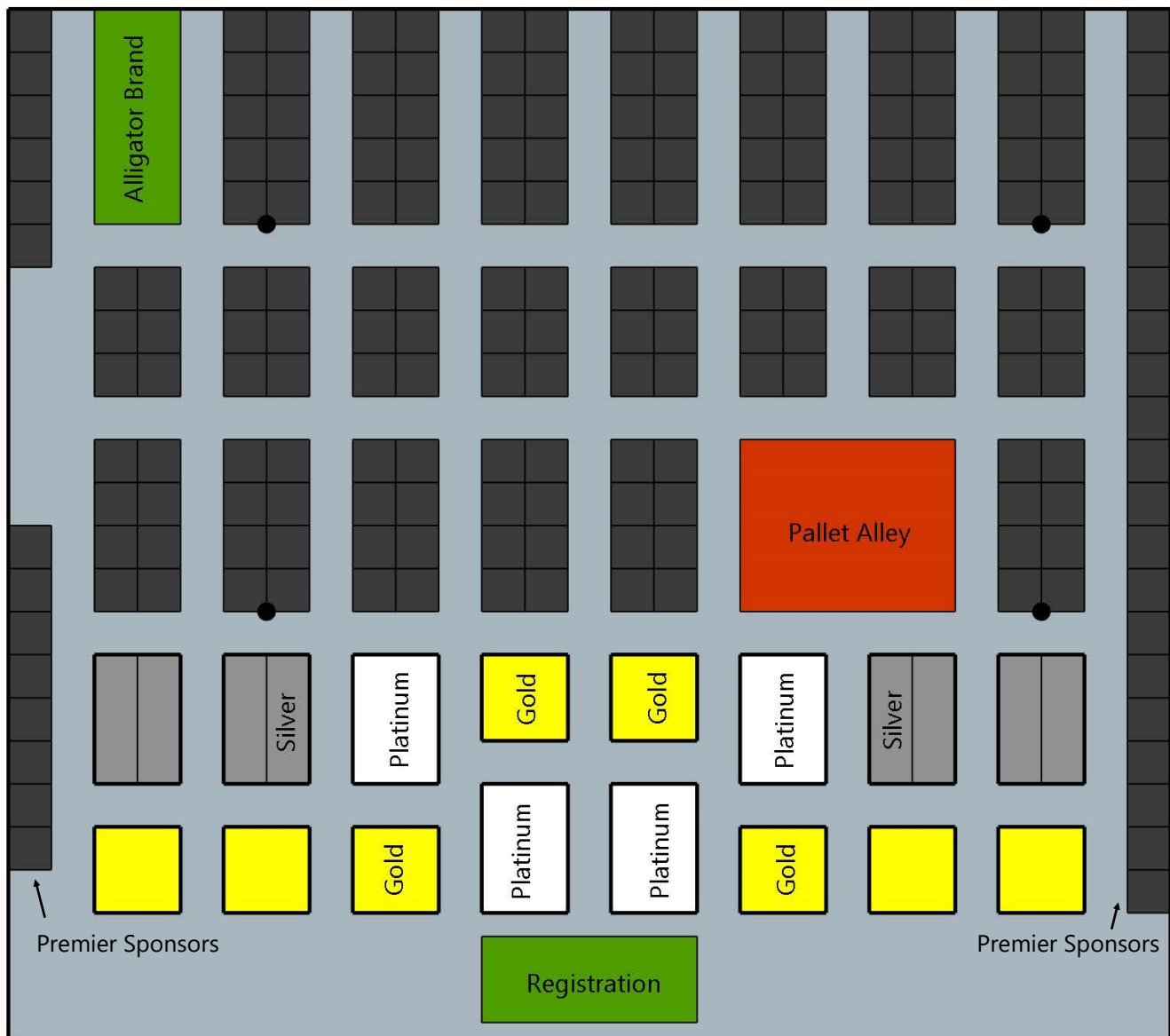
November 13, 2023 - Registrations Due
November 20, 2023 - Buying Programs Due
December 4, 2023 - Booth Payment Due
December 17, 2023 - Hotel Room Cutoff
January 18, 2024 - Show Setup/ Move-In
January 19, 2024 - Show Meeting 7:30am
January 19, 2023 - Exhibits Open 8am-5pm
January 20, 2023 - Exhibits Open 8am-3pm*
*Early breakdown is prohibited.

LODGING

Hilton Daytona Beach Oceanfront Resort
100 N Atlantic Ave
Daytona Beach, FL 32118

Rooms are available from \$189 per night plus applicable taxes. Self parking is \$20 per night. The special room rate will be available until December 17th. Book online at www.floridahardware.com/dealermarket to secure the discount.

FLORIDA HARDWARE OCEANS CENTER LAYOUT



EXHIBITOR BOOTH REGISTRATION

One vendor per sheet - Please copy this form for each additional vendor - Due Nov 13, 2023

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 Standard Booths at \$1,650ea
(Per 10' x 10' booth)

_____ # of Platinum Booths at \$9,900
(Per 30' x 20' booth includes 6 Pallet Alley Spots)

_____ # of Gold Booths at \$6,600
(Per 20' x 20' booth includes 4 Pallet Alley Spots)

_____ # of Silver Booths at \$4,950
(Per 30' x 10' booth includes 2 Pallet Alley Spots)

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

_____ # Pallet Alley Floor Space at \$40ea
(Per 4' x 4' Floor Spot)

_____ 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 provided page printed and 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 4, 2023.

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

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



VENDOR PROGRAM FORM

Programs are due by **Nov 20, 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.