Florida Hardware

IDS INDEPENDENT DEALER SUPPLY
DIVISION OF FLORIDA HARDWARE LLC

YOU'RE INVITED TO EXHIBIT AT THE

Spring 2027 Dealer Market

February 12 & 13, 2027

Myrtle Beach, South Carolina

Sheraton Myrtle Beach Hotel & Convention Center



Connect face-to-face with dealers who stock your products

www.floridahardware.com/dealermarket • 800-793-0926 • 436 Cassat Ave, Jacksonville, FL 32205

Exhibitor Information

HOW DO I PARTICIPATE?

Your invite email includes a link to the registration site and a personalized registration code. Use the code to access your company's registration page. Agency representatives receive a separate code for each line and can enter multiple lines on the home page. No access code? Contact Julie Skinner at julie.skinner@floridahardware.com. **Registration deadline: 11/20/2026.**

HOW DO I SUBMIT MY BUYING PROGRAM?

Submit buying programs on the registration website, where you can enter both warehouse and drop ship programs for each line represented. **Program deadline: 11/27/2026.**

HOW DO I ENSURE PRIORITY PLACEMENT?

Priority placement is provided to **Platinum, Gold, and End Cap Sponsors** as well as **Gator Bucks Sponsors**.

HOW CAN I ATTRACT MORE DEALERS TO MY BOOTH?

Gator Bucks Sponsorship: Gator Bucks are a currency provided by Florida Hardware to dealers and can only be redeemed at sponsoring booths. Includes logo placement on show catalog covers, show floor banners, and a Marquee Sign for your booth, plus priority floor placement.

Platinum, Gold & End Cap Sponsors: All Gator Bucks perks, plus ultra-premium floor placement at the front of the exhibit space (see exhibit map).

Registration Tote Sponsor: Your logo front and center on every bag handed to dealers.

Tote Bag Insert Sponsor: Include samples or promotional items in the packet given to all attendees.

Dealer Program Feature: Your ad in the Dealer Booklet distributed to all attendees, in half- or full-page format.

Pallet Alley: Additional 4' x 4' display space with a sign featuring your company name and booth location.

HOW CAN I PRESENT TO THE SALES TEAM?

On Thursday, February 11th, Florida Hardware will host an in-person sales training with our outside sales reps. 15-minute sessions are available, space permitting — contact your Buyer for details. The **Thursday Sales & Buyer Lunch** sponsor gets a 45-minute presentation during the training (limited to one sponsor per market).

WHAT COMES WITH MY BOOTH?

Booths are 10x10 and include a 10-ft back drape with one company identification sign per vendor (please confirm the correct booth name in registration), 3-ft side drapes, a covered 6-ft table, two chairs, and one wastebasket. Florida Hardware provides lunch each day.

HOW DO I ORDER ADDITIONAL ITEMS?

Electrical, pegboards, furniture, carpet and more are ordered through the Exhibitor Kit from Extreme Family & Events. Order Power and Internet at a discounted rate until **January 29, 2027**.

Prohibited items include (but are not limited to) helium balloons, open flames, outside power strips or surge protectors (not provided by MBCC), and any flammable or combustible materials.

HOW DO I SHIP BOOTH MATERIAL IN ADVANCE?

The Exhibitor Kit from Extreme Family & Events contains all advance shipping information.

WHERE DO I PICK UP BADGES & ORDER FORMS?

Exhibitor packets with name badges and show order forms are available Thursday, February 11th, 8 am–5 pm in the convention center during setup/move-in.

WHAT ARE THE SHOW HOURS?

Move-in: Thursday, February 11th, 8 am–5 pm
Exhibits: Friday, February 12th, 8 am–5 pm
Exhibits: Saturday, February 13th, 8 am–5 pm
Early breakdowns are not permitted.

WHO DO I CONTACT?

General show questions
Julie Skinner · dealermarket@floridahardware.com

Booth rentals & shipping
Extreme Family & Events · exhibitorservices@extremefamilyexpo.com

Permissible items in the show hall
Aubrey Bettinazzi, Myrtle Beach Convention Center · abettinazzi@cityofmyrtlebeach.com

Logistics, Timeline & Hotel

IMPORTANT DATES

11.20.2026	Registration Due
11.27.2026	Buying Program Due
01.15.2027	Booth Payment Due
01.19.2027	Hotel Room Cutoff
02.11.2027	Show Setup / Move-In
02.12.2027	Exhibitor Information Meeting, 7:30 am
02.12.2027	Exhibits Open, 8 am – 5 pm
02.13.2027	Exhibits Open, 8 am – 5 pm

LODGING

Sheraton Myrtle Beach Hotel & Convention Center

2101 N Oak Street, Myrtle Beach, SC 29577

A limited number of rooms are available at **$139.00 per night** plus applicable taxes.

RESERVE YOUR ROOM →

WHERE CAN I PARK?

Parking at the Sheraton is complimentary for overnight guests. Daily parking is $5 per day behind the convention center, adjacent to Convention Center Avenue.

WHERE DO I LOAD & UNLOAD?

Loading docks are at the rear of the convention center off Farlow Street. Use the Farlow entrance gate and follow the road to the dock, then bring items into the halls through the roll-up doors. Security will be on hand to guide you.

EXHIBIT MAP



Booth Fees & Sponsorships

BOOTHS

Standard Booth · 10x10 ..... **$1,850**
Multiple standard booths may be purchased without a sponsorship: 2 booths $3,700 · 3 booths $5,550

PREMIER BOOTH PLACEMENT

End Cap Sponsor Booth **$4,800**
Two adjoining booths in a high-visibility end cap location, plus one Gator Bucks Sponsorship.

Gold Booth Sponsor **$8,000**
Four adjoining booths in a linear or square layout in a premier show-floor location, plus one Gator Bucks Sponsorship. As part of your sponsorship package, exhibitors receive a 20-minute presentation slot with our sales team during Thursday's setup, along with a full-page ad in the Dealer Market Booklet.

Platinum Booth Sponsor **$11,700**
Six adjoining booths in a linear or rectangular layout in a premier show-floor location for maximum visibility, plus one Gator Bucks Sponsorship. As part of your sponsorship package, exhibitors receive a 20-minute presentation slot with our sales team during Thursday's setup, along with a full-page ad in the Dealer Market Booklet.

Multi-booth sponsorships include one Gator Bucks Sponsorship. Additional sponsorships may be purchased for each line represented within the booth space.

ADDITIONAL SPONSORSHIPS

Gator Bucks Sponsorship **$600**
Allows dealers to use discount dollars at your booth. Includes logo placement and priority floor positioning.

Pallet Alley · 4' x 4' **$50/ea**
Additional display space in Pallet Alley, with a 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.

Registration Tote Sponsor **$2,950**
Your logo/message on registration bags. One sponsor per trade show.

Tote Bag Insert Sponsor **$550**
Include samples or promotional items in the packet distributed to all attendees.

Thursday Sales & Buyer Lunch **$2,950**
45 minutes to present to the FHC Sales Team and Buying Group during Thursday setup. Limited to one per market.

February 12 & 13, 2027
MYRTLE BEACH CONVENTION CENTER

REGISTER NOW →