

DEALER MARKET

SPRING 2026 EXHIBITOR INVITATION

Myrtle Beach, SC | Sheraton Hotel & Convention Center



FEB 13 & 14, 2026

Special rates offered at the Sheraton from 02/11-16/2026. See details below

Why Vendors Choose to Exhibit with Florida Hardware

REGISTER NOW



CONNECTION with the Florida Hardware Team and our 60 Outside Territory Managers

VISIBILITY of your products to over 400 Independent Dealer Stores

INSIGHT into new strategies to meet customer needs and grow your business

VALUE through reasonable booth fees that maximize your ROI

Exhibitor Information

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

- In the original invite email, you should have been provided with a link to the registration site and a personalized registration code. Follow the link and use the code to access your company's registration page. If you are an agency representative, you will have a separate code for each line. You can enter multiple lines on the home page. If you do not have an access code, contact Julie Skinner | julie.skinner@floridahardware.com. **The registration deadline is 11/10/2025.**

HOW DO I SUBMIT MY BUYING PROGRAM?

- Buying programs should be submitted using the registration website. You will see a section to enter both your warehouse and drop ship programs for each line represented. **The program deadline is 11/17/2025.**

HOW DO I ENSURE PRIORITY PLACEMENT IN THE EXHIBIT HALL?

- Priority placement is provided to **Platinum, Gold, and Silver Sponsors as well as our Gator Buck Sponsors.**

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 included on show catalog covers, show floor banners, and a Marquee Sign for their booth. Priority floor placement is provided.
- **Platinum, Gold, Silver Sponsors** will have all of the perks of the Gator Bucks Premier Sponsorship, plus will be given ultra premium floor placement at the front of the exhibit space (see exhibit map).
- **Tote Bag Logo Sponsor:** Put your logo front and center on all bags handed out to Dealers at the show
- **Dealer Program Feature:** Include your advertisement in the Dealer Booklet distributed to all attendees. Options available in half-page or full-page format.

HOW CAN I PRESENT TO THE FLORIDA HARDWARE SALES TEAM?

- On Thursday, February 12th, Florida Hardware will host 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.

WHAT COMES WITH MY BOOTH SETUP?

- Booths will be 10x10 and include 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. Florida Hardware will also provide lunch each day.

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

- An Exhibitor Kit will be provided to you from Extreme Family & Events for all items not included with the booth fee
- [CLICK HERE](#) for Power and Internet. Purchase at a discounted rate until January 30, 2026.
- Prohibited Items include (but are not limited to): Helium Balloons, open flames, outside power strips + surge protectors (i.e., ones not provided by MBCC), and any flammable or combustible materials.
- If you would like to cook food onsite, please contact Aubrey Bettinazzi at the Myrtle Beach Convention Center - 843-918-1232 / abettinazzi@cityofmyrtlebeach.com

HOW DO I COORDINATE ADVANCED SHIPPING OF MY BOOTH MATERIAL?

- An Exhibitor Kit will be provided to you from Extreme Family & Events. This will contain all information for advanced shipments.

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

- Exhibitor packets, including name badges and show order forms, will be available on Thursday, February 12th, from 8 am-5 pm in the convention center, during exhibitor set up/move-in.

WHAT ARE THE SHOW HOURS?

- Move-in begins on Thursday, February 12th 8 am-5 pm. Exhibition hours | Friday, February 13th, 8:00 am - 5pm. | Saturday, February 14th 8:00 am-3 pm - **EARLY BREAKDOWNS ARE NOT PERMITTED**

Logistics, Timeline, & Hotel

WHERE CAN I PARK AT THE CONVENTION CENTER?

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

WHERE DO I UNLOAD AND LOAD MY BOOTH ITEMS?

- Loading docks are located in the rear of the convention center off of Farlow Street. Exhibitors should use the entrance gate on Farlow and follow the road up to the loading dock. Here, they will unload and bring their items into the halls via the roll-up doors. Security will be in place to help guide you.

IMPORTANT DATES

11.10.2025: Registration Due
11.17.2025: Buying Programs Due
01.12.2026: Booth Payment Due
01.16.2026: Hotel Room Cutoff
02.12.2026: Show Setup/Move-in
02.13.2026: Exhibitor Information Meeting 7:30 am
02.13.2026: Exhibits Open 8 am - 5 pm
02.14.2026: Exhibits Open 8 am-3 pm

LODGING

Sheraton Myrtle Beach Hotel & Convention Center
2101 N Oak Street, Myrtle Beach, SC 29577

A limited number of rooms are available at \$135.00 per night plus applicable taxes.

[CLICK HERE](#) to reserve your room



Booth Fees and Sponsorships

Booth Fees

Standard Booth - 10x10.....	\$1,850
Platinum Booth	\$11,700
<i>6 booths - 30x20 + Gator Buck Sponsor</i>	
Gold Booth.....	\$8,000
<i>4 booths - 20x20 + Gator Buck Sponsor</i>	
Silver Booth.....	\$6,150
<i>3 booths - 30x10 + Gator Buck Sponsor</i>	
Pallet Alley - 4 ' x 4 '	\$40/ea
<i>Additional Floor Spot in Pallet Alley area</i>	

Additional Sponsorships

Gator Bucks Sponsor.....	\$600
<i>Allows dealers to use discount dollars at your booth Includes logo advertising and priority floor placement</i>	
Dealer Program Feature, Full Page.....	\$400
Dealer Program Feature, Half Page.....	\$250
<i>Include your advertisement in the Dealer Booklet Physical goods in dealer bags will be charged the full page price</i>	
Registration Tote Sponsor.....	\$2,950
<i>Your logo/message on Registration Bags - 1 sponsor per Trade Show</i>	
Thursday Lunch Sponsor.....	\$2,950
<i>45 minutes to present to FHC Sales Team and Buying group during Thursday Setup - 1 per event</i>	

Thank You

FOR YOUR SUPPORT AND PARTNERSHIP