

HOME BUILDERS ASSOCIATION  
OF WEST FLORIDA

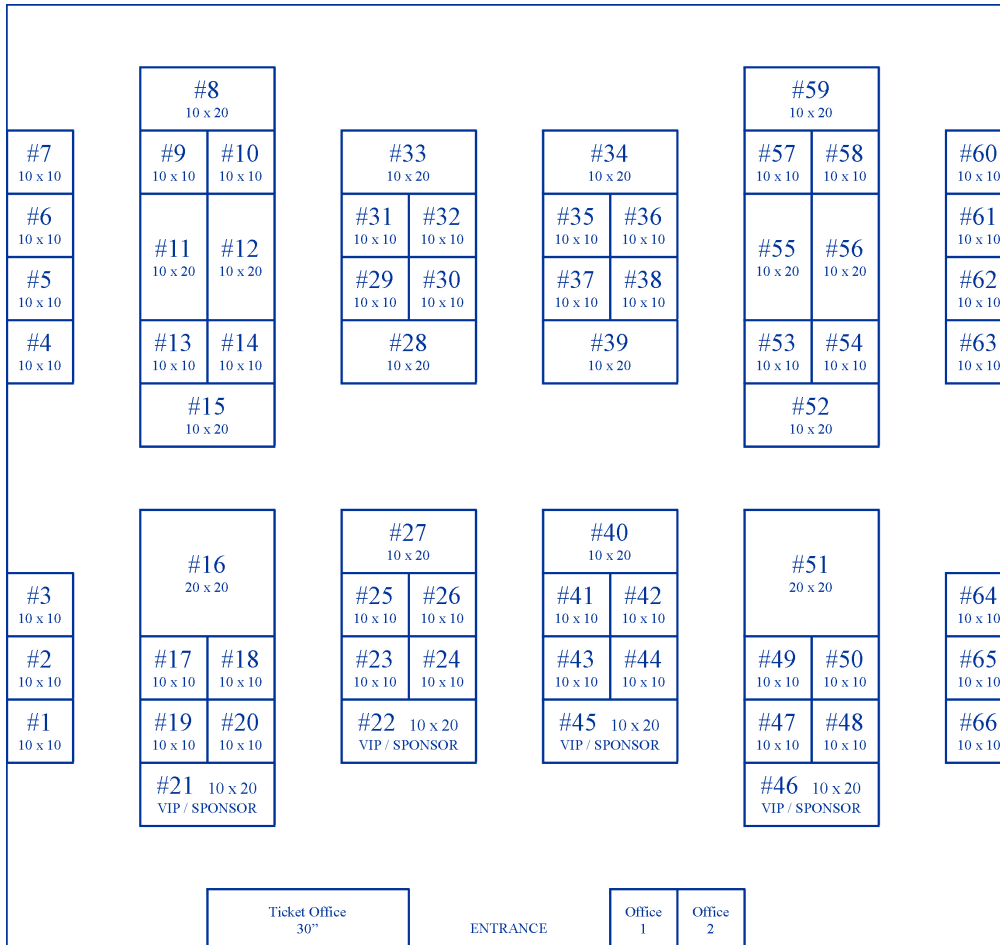
# H O M E & P R O D U C T E X P O

Open to the Public!

April 30—May 1  
Saturday ~ 10 am - 4 pm  
Sunday ~ 11 am - 4 pm

Pensacola Fair  
Expo Hall

(Mobile Hwy & Pine Forest Road)



## Booth Rates:

10' x 10' ..... \$600  
10' x 20' ..... \$1100  
20' x 20' ..... \$2200

*Your competition will be  
there...  
Will YOU???*

### VIP/SPONSOR Booths (\$2500)

Includes prime location in entry; Company name and/or Logo in show advertising; Only 4 available!!  
To receive all advertising benefits, you must register for a VIP Space no later than 04/10/2022!

**Basic Booth Includes:** Pipe & Drape (8 ft back, 3 ft sides); 1 x 8 ft table; table cloth; two chairs;  
Electrical access 110v. (A form will be sent to specify your needs once registered.)

**Outside Display:** Outside spaces available for static displays ONLY (must have a booth inside to qualify for outside display) Great for additional exposure with items such as pools, sunrooms, plant and/or landscape displays. (Fee is based on total size needed = \$150 per 10 x 10 area.)



4400 Bayou Boulevard, Suite #45  
Pensacola, FL 32503  
T: (850) 476-0318 F: (850) 494-9764  
www.westfloridabuilders.com

# Have you heard the *Buzz*...



## Mark your Calendar & Save the Date!!

## April 30 & May 1

Showcase your  
products and services at the  
**Home and Product EXPO**  
specifically designed  
to reach **YOUR** target market!

Appliances • Pools  
Patio Furniture • Landscape Materials  
Pest Control • Outdoor Kitchens  
Interior Designers • Builders  
Pavers • Cabinetry • Flooring  
Heating & Cooling • Solar Solutions  
Garage Doors • Gutters • Fireplaces  
Doors & Windows • Tile & Stone  
Sun Rooms ...and much, much more!

## Be a Part of the Buzz...

Sponsor Package includes:

- Radio
- Television
- Internet
- Print Publications
- Social Networking

Please Note:

*Inclusion subject to receipt of  
sponsorship form.*

## Don't delay, spaces will fill up **FAST!**

# 2022 HOME & PRODUCT EXPO

## INTENT TO EXHIBIT FORM

Fax Form To:  
850-494-9764

### SET-UP

- FRIDAY, APRIL 29 9:00 a.m. – 5:00 p.m.

### OPEN TO PUBLIC

- SATURDAY, APRIL 30 10:00 a.m. – 4:00 p.m.
- SUNDAY, MAY 1 11:00 p.m. – 4:00 p.m.

### TAKE DOWN

- SUNDAY, MAY 1 4:00 p.m. – 8:00 p.m.
- Additional time Must be approved by Show Manager.**

\* All Booths must be set up completely by 5:00 p.m. on Friday, APRIL 29, 2022

Return this form to secure your booth you will receive  
an invoice for payment.

**YOU WILL RECEIVE AN INVOICE FOR DEPOSIT  
DUE UPON RECEIPT. YOUR BALANCE WILL BE  
DUE NO LATER THAN  
APRIL 15, 2022.**

*Form must be returned to hold space.  
No holds by phone or email will be accepted.*

Your booth is **NOT** reserved until this form is signed and submitted with a **deposit of 50% per booth AND** your booth selection is confirmed by the Show Coordinator. All remaining charges, additional to the deposit, **MUST** be paid in full by **APRIL 15, 2022**. Payment may be made by cash, check, or credit card (Visa, MasterCard, American Express).

Please list the booth(s) that you would like to reserve. If multiple, please list together. (See example)

*Example:*

Booth #1:

Booth #2:

Booth #3:

#57 / #58

**Booth  
numbers/rates  
located on the  
Floor Plan.**

**YES! We would like to reserve a booth(s) for the 2022 Expo. Please understand that this form is for reservations and our booth(s) is not secured until it has been confirmed by the HBA office payment has been applied. You agree to abide by all 2022 Home & Product Expo Rules & Regulations.**

Print information below. This information will be used for the Exhibitor listing in all printed publications related to the Home and Product EXPO (as applicable).

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Company Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

OPTIONAL CREDIT CARD PAYMENT INFORMATION. (Please specify which amount you wish to charge upon submission, if any.)

PLEASE CHARGE: DEPOSIT ONLY \$ \_\_\_\_\_ or FULL BOOTH RATE \$ \_\_\_\_\_

CC#: \_\_\_\_\_ CVV Code: \_\_\_\_\_ Exp: \_\_\_\_\_

CC Signature: \_\_\_\_\_

**Return form ASAP via fax or email to ensure booth location. HBA staff will send out deposit/payment information once we have received your Intent to Exhibit Form.**

*This form is used to place a tentative hold on a specific booth(s) as a courtesy.*

**Booth(s) are not fully secured until we have received payment. (Balance Due upon receipt of invoice.)**



# 2022 Home & Product Expo

## APRIL 30 – MAY 1, 2022

### Exhibitor Information & Show Rules

#### SET-UP

- FRIDAY, APRIL 29 9:00 a.m. – 5:00 p.m.

•

#### OPEN TO PUBLIC

- SATURDAY, APRIL 30 10:00 a.m. – 4:00 p.m.
- SUNDAY, MAY 1 11:00 p.m. – 4:00 p.m.

#### TAKE DOWN

- SUNDAY, MAY 1 4:00 p.m. – 8:00 p.m.

\* **BOOTHS MUST BE COMPLETELY SET UP BY 5 p.m. ON FRIDAY, APRIL 29th**

#### **2022 BOOTH PRICING:**

Booth Size	Member Rate/Deposit	Non -Member Rate/Deposit
A = 10' deep x 10' wide	\$600 / \$300	\$650 / \$325
B = 10' deep x 20' wide	\$1100 / \$550	\$1150 / \$575
C = 20' deep x 20' wide	\$2200 / \$1100	\$2250 / \$1125
D = <b>VIP SPONSOR BOOTH</b>	<b>\$2500 / \$1250</b>	<b>Not available to Non-Members</b>

#### **MANDATORY EXHIBITOR MEETING**

**WEDNESDAY, April 13, 2022, 10:00 a.m. At the Pensacola Interstate Fair Grounds**

All participating Exhibitors **MUST** have a representative present. Pensacola Fair Grounds & HBA staff will be on hand to go over all rules and regulations for the show and to answer any questions. **Exhibitor badges and yard signs will be given out at this meeting.**

Please check in at the registration table with company name when you arrive. Mandatory meeting can be waived for out-of-town exhibitors.

#### **NAME BADGES – ALL EXHIBITORS!**

All exhibitor representatives working this event will need an **“Official” Expo Badge**. Your **SIX** badges will be available at the check-in desk located at the loading dock on move in day. You must see Vicki Pelletier to obtain these items.

**Email Badge Info Form with Names before April 1st to: [vicki@hbawf.com](mailto:vicki@hbawf.com) or Fax to (850) 494-9764**

*If form is not returned, you will receive **SIX** badges with your company name and “Representative” in the name section.*

Badges will be available at the Mandatory Exhibitor Meeting on **Monday, April 13, 2022** or at the loading dock on move in day.

---

## BOOTH SPECIFICATIONS AND RULES

- Booths are separated by 8-foot-high curtain partitions attached to poles that have a 12-inch square base at each corner. Booth displays must fit within the confines of the 10' x 10', 10 x 20 or 20' x 20', etc., space that you reserved. When constructing your booth, **please allow for the base of curtain poles (12" square and approximately ¼" high or less) and poles (3" diameter). Exhibits may not extend into the aisles. If you increase your space into the aisles, the HBA staff will request you move you items back into the space confines you paid for, with no exceptions.**
- Exhibits extending higher than the 8-foot partition shall not detract from another exhibitor's display.
- Booth displays must remain intact throughout the two-day show. Displays **MAY NOT** be disassembled before the Expo **closing at 4:00 p.m. Sunday.**

### **VIOLATORS WILL BE FINED \$250.00.**

- Tables must be draped. Exhibitor booths include the following: 1 - 8' table, 2 - chairs, 1 - tablecloth, 1 - skirt, & 1- electrical circuit (120v).
- Exhibits must always be manned during the show.
- Exhibits should contain printed or painted signs only. Unprofessional signs will be removed.
- Balloons are **NOT** permitted.
- Exhibitors must keep all Food and Drinks out of sight during show hours.

---

## DRAWINGS & GIVEAWAYS

Your company is permitted to have drawings for prizes/giveaways. The drawings **MUST** be held during the show. Winners will be announced at your convenience. Contact Vicki Pelletier, Expo Coordinator, if you have any questions about drawings or giveaway rules during the Expo.

---

## SELLING ON THE FLOOR

Your company can sell product on the floor but **must provide the HBA with a Tax ID form** prior to the opening of the show.

---

## EMERGENCIES OR QUESTIONS

If you have an emergency or need assistance during the show, please contact HBA Staff member on-site. (David Peaden or Vicki Pelletier)

---

## HOW TO GET THE MOST FROM YOUR EXPO PARTICIPATION

### GOALS OF THE SHOW

1. What do you expect from the show? Enhance company image? Introduce a new product or service?
2. Set one or two specific goals and ways to measure those goals.
3. Measure the results like you would for any other form of advertising. Sending out press releases or invitations for customers to attend. Post the show dates & times in your store and on your website.
4. Offer promotions or sales for all contacts you meet during the show. Be sure to advertise these items.

## DESIGNING YOUR BOOTH

1. Be creative in displaying your product or service. You only have a few seconds to get the customers attention.
2. Make sure it is clear what your company has to offer.
3. Eliminate barriers that make it difficult for customers to enter your booth. Tables and chairs across the front of your booth will make the customer feel uninvited and make you unapproachable.
4. Make sure you provide adequate lighting. Do not depend on the overhead lighting.
5. Signs should be professional and should be placed where they can easily be seen, preferably where they can be seen from more than one direction.
6. Use operating products or have ongoing demonstrations. People like to get involved.
7. Plan your booth for traffic flow. **All flooring placed in booth must be secured with gaff tape** to avoid trip hazards. (Tape is available at most theatrical or prop stores.)
8. Include plants, flowers, and accessories. Make the customer feel invited.
9. You must refrain from loud noises and actions that may deter from the surrounding booths and overall show.

## DRAWINGS AND GIVEAWAYS

1. If you choose to have giveaways and drawings, make them relate to your business.
2. Design drawing entry forms carefully so that you get information from your entrants that will “qualify” the entries. Make sure your company name is on the entry form.
3. Plan the location of the drawing box so you have an opportunity to talk with your prospects, not where they must stand in the aisle to fill out the form.
4. Decide how you intend to follow up on leads (this will help in designing your entry form).
5. Post rules of the drawing carefully! (You are responsible for all aspects of your drawing/giveaways.) Be sure that the customer is aware of all rules, times and exactly what they will receive from the drawing.

## STAFFING YOUR BOOTH

1. Train your staff and make sure they know the goals for the show.
2. Schedule short shifts where possible.
3. Dress professionally; appropriate to your business. Wear comfortable shoes.
4. Smoking, eating, and drinking should be done in designated areas, not in your booth.
5. Stay on your feet. Customers tend to feel they are “bothering” you if you are sitting down as they approach.
6. Make sure your staff has name tags that clearly identify your company.
7. Do not leave your booth unmanned. If two representatives are manning the booth – try to keep conversations to a minimum. Customers should not have to interrupt for you to tell them about your products or services.



HOME BUILDERS ASSOCIATION  
OF WEST FLORIDA



**Fax To:**  
**(850) 494-9764**

**Email:**  
**vicki@hbawf.com**

## 2022 Home & Product Expo April 30 – May 1 Badge Information Form

All company representatives working this event will need an “Official Exhibitor” name badge to enter the Pensacola Fair Grounds Exhibit Hall, building #1 for setup, take down and regular show hours. All representatives **must** show their Exhibitor Badge when entering – you **will not** be allowed on the show floor without an Exhibitor Badge.

**There is a limit of SIX (6) name badges supplied by HBA per booth rented.**

If you have multiple representatives working the show, you may also print the word “Representative” in the spaces below, so that the badges may be switched out for use by multiple representatives. If you need additional badges for “Representatives”, please fill out the lower portion of the form.

**\*\* Be sure to make arrangements prior to shift change so that each person has an Exhibitor Badge when entering the Hall**

If you need **less than SIX** badges, please indicate below by placing “N/A” in the space next to the badges that are not needed. *If this form is not returned by the **deadline** April 4, 2022, you will receive **SIX badges** with your company name and “Exhibitor” in the name section.*

**Please Print Information for each Name Badges:** (Information supplied will be used for printed badges!)

Company Name: \_\_\_\_\_

Badge #1: \_\_\_\_\_

Badge #2: \_\_\_\_\_

Badge #3: \_\_\_\_\_

Badge #4: \_\_\_\_\_

Badge #5: \_\_\_\_\_

Badge #6: \_\_\_\_\_

*(For additional badges, **FEES MAY APPLY**)*

**FAX or EMAIL this form to (850) 494-9764 or Vicki@hbawf.com**

# HOME SHOW 2022

HOME BUILDERS ASSOCIATION  
OF WEST FLORIDA



**APRIL 30— MAY 1, 2022**

**PENSACOLA INTERSTATE FAIR  
GROUNDS**

## **SPONSOR INFORMATION**

Home Builders Association of West Florida's own Home and Product EXPO event has been going strong for years! This event draws between 3000 and 4000 consumers annually over the course of two exciting days.

The Home and Product EXPO is supported by a powerful marketing campaign and sponsorship ensures immeasurable exposure to consumers in the market for YOUR products and services.

2022 Home and Product EXPO Sponsor Information

**BE ONE OF ONLY SIX MAJOR SPONSORS OF THIS EVENT**

**COST PER COMPANY—\$1000**

### **Benefits Include:**

- ⇒ Limited to Six Major Sponsors
- ⇒ Your Logo and/or audio mention included in all paid media
- ⇒ Exclusivity of business type (e.g., one bank, one auto dealership)
- ⇒ Ability to place a company banner in a prominent location inside or outside the EXPO venue during the two day event (you provide banner)
- ⇒ Sponsor recognition and company profile in *Cornerstone* magazine (HBA's monthly publication distributed to over 300 HBA members).
- ⇒ Mention in any editorials or media, whenever possible
- ⇒ Logo and link to your website from HBA website/ EXPO website / HBA Facebook
- ⇒ Logo on the 2022 EXPO Awards Luncheon mailer (Distributed to over 500)

**Submit form with payment information via fax to (850) 494-9764**

***Or Email to Vicki Pelletier at [vicki@hbawf.com](mailto:vicki@hbawf.com).***

Company Name: \_\_\_\_\_ Need receipt? \_\_\_\_ e-mailed \_\_\_\_ mailed

Contact Name : \_\_\_\_\_ E-mail or Telephone: \_\_\_\_\_

Charge my (Visa / MC / AmEx) in the amount of \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

CVV Code: \_\_\_\_\_ Signature: \_\_\_\_\_