



2021 Home & Product Expo

August 13 - 15, 2021

Exhibitor Information & Show Rules

SET-UP

- THURSDAY, AUGUST 12 7:00 a.m. – 7:00 p.m.
- FRIDAY, AUGUST 13 7:00 a.m. – 10:00 a.m.

OPEN TO PUBLIC

- FRIDAY, AUGUST 13 1:00 p.m. – 6:00 p.m.
- SATURDAY, AUGUST 14 10:00 a.m. – 6:00 p.m.
- SUNDAY, AUGUST 15 12:00 p.m. – 5:00 p.m.

TAKE DOWN

- SUNDAY, AUGUST 15 5:00 p.m. – 10:00 p.m.
- MONDAY, AUGUST 16 *Must be pre-approved by Show Manager.*

* **BOOTHS MUST BE COMPLETELY SET UP BY 10:00 A.M. ON FRIDAY, AUGUST 13th**

Judging will take place from 10:00 a.m. until 11:00 a.m. on Friday, August 13th

A representative may be present at this time. Booth must be in working order (lights on, presentations working).

2021 BOOTH PRICING:

Booth Size	Member Rate/Deposit	Paying with Check or Cash Discount	Non -Member Rate/Deposit	Paying with Check or Cash Discount
A = 6' deep x 8' wide	\$575 / \$287	\$550 / \$275	\$650 / \$325	\$625 / \$312
B = 6' deep x 8' wide	\$675 / \$337	\$650 / \$325	\$725 / \$362	\$700 / \$350
C = 8' deep x 8' wide	\$775 / \$387	\$750 / \$375	\$825 / \$412	\$800 / \$400
D = 10' deep x 10' wide	\$875 / \$437	\$850 / \$425	\$925 / \$462	\$900 / \$450

MANDATORY EXHIBITOR MEETING

Monday, August 2, 2021, 10:00 a.m. At the Pensacola Bay Center

All participating Exhibitors **MUST** have a representative present. Pensacola Bay Center & 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.

Note: You can turn in your Vendor Order Form, Sample Food & Beverage Distribution form at this meeting.

NAME BADGES – ALL EXHIBITORS!

All exhibitor representatives working this event will need an **“Official” Expo Badge** to enter the Bay Center for set up, take down and regular show hours. All representatives must show the security guard their exhibitor badge when entering. You **WILL NOT** be permitted in the show area without an exhibitor badge. Your **SIX** badges and **25 event tickets** will be available at the check-in desk located at the loading dock on move in day. You must see Ron Castner or Vicki Pelletier to obtain these items.

Email Badge Info Form with Names before July 23rd to: 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, August 2, 2021 or at the loading dock on move in day.

EXHIBITOR ORDER FORM and SAMPLE FOOD and/or BEVERAGE DISTRIBUTION

(Must fill out and return – can be turned in at the mandatory meeting on Aug.2nd)

Exhibitor Order form is to establish your specific **booth needs/preferences** for the Expo setup. Please be sure to select in the "Booth Rental Includes" box the standard booth setup with items listed **or** the empty booth (pipe & drape only). Exhibitors with multiple booths combined will need to be specific as to the needs of your booth setup.

(See booth specifications below!)

All additional items that are available are listed in the bottom section of this form and need to be selected **only if needed**. These items do have an additional charge as noted and you must submit payment for all additional items when turning in the form.

Payment for any additional items should be made payable to Pensacola Bay Center.

All participating exhibitors **must** fill out and return the **Exhibitor Order Form and Sample Food and/or Beverage Distribution** form to the **Pensacola Bay Center**.

You can fill out and submit form at the Exhibitor Meeting on Monday, August 2, 2021, or fax to (850) 494-9764

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 6' x 8', 8' x 8', 10' x 10', 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 your 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 three-day show. Displays **MAY NOT** be disassembled before the Expo **closing at 5:00 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). **If you will require additional electrical complete the EXHIBITOR form included in your packet and return form to Bay Center with payment (Checks made payable to Pensacola Bay Center)**
 - 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 in the Civic Center.
 - Food and Drinks are **NOT** permitted in the Civic Center. If you plan to give out candy or samples, you must get authorization from the Civic Center. **See attached Authorization Form for food or beverage samples.**
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JUDGING CATEGORIES & CRITERIA

(Judging will take place from 10:00 a.m. until 10:45 a.m. on Friday, August 13)

Criteria for judges include Use of Space; Creativity/Diversity; Product or Services Presentation (Does booth convey message about product/services.) Each category will have an overall category award winner and an honorable mention. Best in Show awarded to one booth out of all booths being judged.

To opt-out of judging, please send an email with **DO NOT JUDGE MY BOOTH** in the subject line to vicki@hbawf.com. (Include your company name and booth number in email.)

Categories subject to change based on final booth layout.	CATEGORY 1	CATEGORY 2	CATEGORY 3	CATEGORY 4	CATEGORY 5
	6 x 8	8 x 8 6 x 16	10 x 10 8 x 16	10 x 20	10 x 30 10 x 40 20 x 20

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 a Pensacola Bay Center staff member or the HBA Staff member on-site. (David Peaden or Vicki Pelletier)
Emergency personnel will be on site during the Expo. Day & Night Security will be on site during the Expo.

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

