

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 1 — April 2
Saturday ~ 10 am - 4 pm
Sunday ~ 11 am - 4 pm

Pensacola Fair
Expo Hall
(Mobile Hwy & Pine Forest Road)

	#9	#24				#45	#60	#61	
#8	#10	#23	#25	#34	#35	#44	#46	#59	#62
#7	#11	#22	#26	#33	#36	#43	#47	#58	#63
#6	#12	#21	#27	#32	#37	#42	#48	#57	#64
#5	#13	#20					#49	#56	
#4	#14	#19	#28	#31	#38	#41	#50	#55	#65
#3	#15	#18	#29	#30	#39	#40	#51	#54	#66
#2	#16	#17	VIP—B		VIP—C		#52	#53	#67
#1	VIP—A SOLD						VIP—D		#68
	Ticket Office 30"		ENTRANCE			Office 1			

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 03/1/2023

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 1 & April 2

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!**

2023 HOME & PRODUCT EXPO INTENT TO EXHIBIT FORM

SET-UP	
• FRIDAY, MARCH 31	9:00 a.m. – 5:00 p.m.
OPEN TO PUBLIC	
• SATURDAY, APRIL 1	10:00 a.m. – 4:00 p.m.
• SUNDAY, APRIL 2	11:00 p.m. – 4:00 p.m.
TAKE DOWN	
• SUNDAY, APRIL 2	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, MARCH 31, 2023	

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 MARCH 10, 2023.

*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 **March 10, 2023**. 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)				Booth numbers/rates located on the Floor Plan.
<i>Example:</i>	Booth #1:	Booth #2:	Electrical Needed	
#57 / #58				

YES! We would like to reserve a booth(s) for the 2023 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 2023 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.)



2023 Home & Product Expo

APRIL 1 – APRIL 2, 2023

Exhibitor Information & Show Rules

SET-UP

- FRIDAY, MARCH 31 9:00 a.m. – 5:00 p.m.

OPEN TO PUBLIC

- SATURDAY, APRIL 1 10:00 a.m. – 4:00 p.m.
- SUNDAY, APRIL 2 11:00 p.m. – 4:00 p.m.

TAKE DOWN

- SUNDAY, APRIL 2 4:00 p.m. – 8:00 p.m.

* **BOOTHS MUST BE COMPLETELY SET UP BY 5 p.m. ON FRIDAY, March 31st**

2023 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 = VIP SPONSOR BOOTH	\$2500 / \$1250	Not available to Non-Members

MANDATORY EXHIBITOR MEETING

WEDNESDAY, March 15, 2023, 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 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 **Wednesday, March 15, 2023** 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. (Vicki Pelletier - 303-870-3024)

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. **KEEP IN MIND THE FLOOR IS CONCRETE. PLAN ACCORDINGLY FOR YOUR COMFORT.**
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

2023 Home & Product Expo April 1 – 2, 2023 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** March 10, 2023, 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 2023

HOME BUILDERS ASSOCIATION
OF WEST FLORIDA



APRIL 1 - 2, 2023

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.

2023 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 350 HBA members).
- ⇒ Mention in any editorials or media, whenever possible
- ⇒ Logo and link to your website from HBA website/ EXPO website / HBA Facebook

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

Or Email to Vicki Pelletier at 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: _____