

2021 HOME & PRODUCT EXPO INTENT TO EXHIBIT FORM

Fax Form To:
850-494-9764

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.
- **Additional time on Monday (16th) for large displays only!
Must be approved by Show Manager.**

* All Booths must be set up completely by 10:00 a.m. on Friday, August 13, 2021
Judging will take place from 10:00 a.m. until 11:00 a.m.
Friday, August 13, 2021.

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

**YOU WILL RECEIVE AN INVOICE FOR
PAYMENT **DUE UPON RECEIPT**. YOUR
BALANCE WILL BE DUE NO LATER THAN
JUNE 11, 2021.**

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

Priority Booth Reservation Deadlines

Open Reservations will begin on July 1, 2021 for all booths not reserved during priority reservation period.

Open reservations are accepted on a first-come, first served basis. Booth selection is based on availability at time of reservation.

Please list the booth(s) that you would like to reserve. If multiple, please list together.				Booth numbers/rates located on the Floor Plan.
<i>Example:</i>	Booth #1:	Booth #2:	Booth #3:	
D57/D58/D59				

Company Name: _____ Contact Name: _____
 Contact Phone: _____ **Contractor's**
License: _____
 Contact Email: _____ **TAX ID:** _____

YES! We would like to reserve a booth(s) for the 2021 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. We agree to abide by all 2021 Home & Product Expo Rules & Regulations.

Signature: _____ Date: _____

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.)

Fax form to 850-494-9764 or mail to:

For additional Expo information
Contact Expo Coordinator, Vicki Pelletier at
vicki@hbawf.com or 850-476-0318

HBA of West Florida
4400 Bayou Blvd., Suite #45
Pensacola, FL 32503

A 03	B 29	B 28	B 27	B 26	B 25	B 24	B 23	B 22	B 21	B 20	B 19	B 18	B 17	B 16	B 15
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D 126	D 127
D 128	D 129

B 30
B 31
B 32
B 33
B 34
B 35

D 120	D 119
D 121	D 118
D 122	D 117
D 123	D 116
D 124	D 115
D 125	D 114

C 106	C 105
C 107	C 104
C 108	C 103
C 109	C 102
C 110	C 101
C 111	C 100
C 112	C 99
C 113	C 98

D 91	D 90
D 92	D 89
D 93	D 88
D 94	D 87
D 95	D 86
D 96	D 85
D 97	D 84

Entrance

D 77	D 76
D 78	D 75
D 79	D 74
D 80	D 73
D 81	D 72
D 82	D 71
D 83	D 70

C 63	C 62
C 64	C 61
C 65	C 60
C 66	C 59
C 67	C 58
C 68	C 57
C 69	C 56

D 50	D 49
D 51	D 48
D 52	D 47
D 53	D 46
D 54	D 45
D 55	D 44

LOAD ZONE

B 14
B 13
B 12
B 11
B 10
sold

LOAD ZONE

Concession Area

A 01	B 36	B 37	B 38	B 39	B 40	B 41	B 42	B 43
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B 1	B 2	B 3	B 4	B 5	B 6	B 7	B 8	A 02
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August 13—15, 2021
Pensacola Bay Center

All booths come equipped with power (110),
6' or 8' table w/skirt, 2 chairs & trash can.

Expo Coordinator: Vicki Pelletier
Vicki@hbawf.com or (850) 476-0318

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 / \$287.5	\$550 / \$275	\$650 / \$325	\$625 / \$312.5
B = 6' deep x 8' wide	\$675 / \$337.5	\$650 / \$325	\$725 / \$362.5	\$700 / \$350
C = 8' deep x 8' wide	\$775 / \$387.5	\$750 / \$375	\$825 / \$412.5	\$800 / \$400
D = 10' deep x 10' wide	\$875 / \$437.5	\$850 / \$425	\$925 / \$462.5	\$900 / \$450

MAIN
ENTRANCE

Info
Desk

Entrance

OF #9

OF #10

OF #1

OF #2

OF #8

OF #3

OF #7

OF #4

OverFlow Room Exit
to Show Floor

OF #6

OF #5

Home Expo - Overflow Room

***Traffic will be routed thru the room during entry and optional upon exit.**

We need a minimum of three committed reservations to open the overflow room.

\$750 Per booth/ Deposit \$375

Must be paid when reserving booth.

- 8 ft. deep & 10 Ft. wide
- 8 Ft. ceiling restriction
- Carpet on the floor.
- Standard power outlet
- 8 Ft table w/ cloth & skirting
- Two chairs / one trash can

Show
Floor
ENTRANCE





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

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- 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 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 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





Fax To:
(850) 494-9764

Email:
vicki@hbawf.com

2021 Home & Product Expo August 13 - 15, 2021 Badge Information Form

All company representatives working this event will need an “Official Exhibitor” name badge to enter the Civic Center for setup, take down and regular show hours. All representatives *must* show their Exhibitor Badge to security 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 Civic Center.**

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 July 23, 2021, 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



AUTHORIZATION REQUEST SAMPLE FOOD AND/OR BEVERAGE DISTRIBUTION

ASM Global / Savor . . . Pensacola has the exclusive food and beverage distribution rights within The Pensacola Bay Center. Exposition sponsoring organizations and their exhibitors may distribute SAMPLE food or non-alcoholic beverage products with written authorization ONLY.

GENERAL CONDITIONS:

- Items dispensed are limited to products manufactured or produced by the exhibiting firm.
- **NO ALCHOLIC BEVERAGES OF ANY KIND CAN BE SOLD OR SAMPLED _____ (INITIAL)**
- All items distributed are limited to sample sizes:
 - a. Beverages limited to maximum of 2 oz. Containers.
 - b. Food items limited to “bite size”: (1 oz. or less in no more than a 1oz. container).
- Use of cooking equipment must have prior approval of The Pensacola Bay Center.
- Standard fees for storage, handling, delivery, etc. will be charged where applicable.
- Food and beverage items used as traffic promoters (i.e. coffee, popcorn, bottled waters, sodas, bar service, etc.) MUST be purchased from ASM Global / Savor . . . Pensacola. Please contact our Catering office with questions on traffic promotions items.
- The applicant named below acknowledges they have sole responsibility for use, service, and disposition of such items in compliance with all applicable laws. State law prohibits the sampling and distribution of alcoholic beverages. Accordingly, the applicant agrees to indemnify and forever hold harmless The Pensacola Bay Center, ASM GLOBAL, SMG Food and Beverage LLC, The Escambia Board of County Commissioners and its agents from all liabilities, damages, losses, costs, or expenses resulting directly or indirectly from their use distribution or other dispensed food and beverage items.

Name of Event _____ Event Date(s) _____

Firm Name _____ Telephone _____ Fax _____

Address _____

City _____ State _____ Zip Code _____ Booth # _____

On Site Contact _____ Title _____

Signature _____ Date _____

Product(s) you wish to dispense _____

Size of portion to be dispensed _____ Quantity Distributed _____

Proposed method of dispensing and reason for offering samples _____

SERVICES REQUIRED: Please notify ASM Global / Savor . . . Pensacola at (850) 432-0800 ext 242, or fax (850) 432-1707 or scan e-mail to gcalvert@pcolabaycenter.com, regarding any special services or requests related to your sample distribution. A state tax applies to all charges and service charge where applicable.

NOTE: All samples MUST receive prior approval and confirmation from the Catering Manager, and The Pensacola Bay Center. Exhibitors who do not comply will be asked to remove the items from the facility.

APPROVED – You will only be contacted if there is an issue with your sampling.

**PLEASE RETURN TO OUR CATERING OFFICE
AT LEAST TWO WEEKS PRIOR TO THE START OF THE SHOW.**

VENDOR ORDER FORM

BOOTH NUMBER

Event:	Event Date:	<u>SHOW USE ONLY</u>
Customer:	Contact:	
Mailing Address:	Phone:	
Email Address:	Fax:	

Booth Rental Includes: (per booth space) 1 10amp/115v Electrical Service 2 Chairs 1 Wastebasket 1 Table w/linen & Skirt 8 ft. <input type="checkbox"/> <p style="text-align: center;">OR</p> 1 Table w/linen & Skirt 6 ft. <input type="checkbox"/> (Limited) <input type="checkbox"/> Standard Booth Set-Up <input type="checkbox"/> Empty Booth Set-Up - Mark Out Above what you do not want or need in your booth.	Credit Card Number: MasterCard Visa Discover Amex <div style="text-align: center;">(Circle One)</div> <hr/> Expiration Date: <hr/> Name on Card: <hr/> Signature of Card Holder:
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Quantity	***** ADDITIONAL EQUIPMENT NEEDED *****	Rate	Total Amount
	120 volt 20 amp quad box outlet (1,920 watts)	\$ 20.00	\$ -
	120 volt 30 amp quad box outlet (2,880 watts)	\$ 30.00	\$ -
	220 volt 20 amp single phase outlet (4,400 watts)	\$ 40.00	\$ -
	220 volt 30 amp single phase outlet (6,600 watts)	\$ 50.00	\$ -
	Table Cloths	\$ 10.00	\$ -
	Table Skirting	\$ 25.00	\$ -
	Additional Table (s) 30" x 8'	\$ 10.00	\$ -
	Additional Table (s) 30" x 6'	\$ 10.00	\$ -
	Additional Chairs	\$ 4.00	\$ -
	Telephone Extension Fee (line only)	\$ 100.00	\$ -
	Telephone Handsets	\$ 25.00	\$ -
	Water Line	\$ 100.00	\$ -

Orders must be received 14 days in advance of the event date. Any order received after deadline are subject to availability and not guaranteed. By signing below, you agree to all conditions stated on this form.	Sub Total	\$ -
	7.5 % Tax	\$ -
	Grand Total	\$ -
Signed: _____	Date: _____	

**Orders will be completed only after payment in full is received.
For your records, this form will serve as a final invoice and receipt of transaction.**

HOME SHOW 2021

HOME BUILDERS ASSOCIATION
OF WEST FLORIDA



AUGUST 13—15, 2021 PENSACOLA BAY CENTER 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.

2021 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 three 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 2021 EXPO Awards Luncheon mailer (Distributed to over 500)
- ⇒ 100 Complimentary 2021 Home and Product EXPO entry Tickets (value \$500.00)

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: _____