



2012

Florida Redevelopment Association Annual Conference

■ October 24-26 ■

Hilton Daytona Beach Oceanfront Resort

www.redevelopment.net

Sponsor and Exhibitor Information Packet



President's Award Winner:
Management Programs/
Creative Partnerships

CareerEdge Funders Collaborative of Manatee & Sarasota
Bradenton Central Community Redevelopment Agency



2011
Capitol Projects/Beautification

Kissimmee Phase I Streetscape
City of Kissimmee, CRA

This packet contains everything you will need to sign-up as a sponsor or exhibitor for the **FRA 2012 Annual Conference**. Please read it thoroughly before filling out any forms. Contact Jan Piland at (850) 701-3608 or jpiland@flcities.com with any questions.

As the conference program develops, more information will be posted on the Web site. In the meantime, please let us know if we can provide assistance. **Thank you** for your continued support!

Sponsorship Opportunities

The FRA offers a variety of ways to showcase your company through sponsorships. See pages 9-11 for a full list.

Exhibit Fees & Requirements

To exhibit at the FRA Annual Conference, your company must agree to:

- » Purchase at least one booth at the fee of **\$1,000.00** per booth
- » Complete and return the Exhibitor Agreement on page 11
- » Complete and return the Name Badge Order Form on page 12

All exhibit fees must accompany the agreement. No booths will be assigned until payment is received. **Booths are assigned on a first-come, first-served basis.**

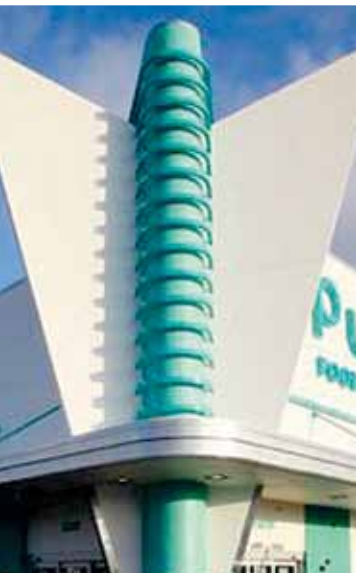
Booth Package

Each 8' x 10' carpeted, pipe-and-drape booth will include one 6' draped table, two chairs, one wastebasket and one 7" x 44" company identification sign with booth number. Any additional requirements will be at the exhibitor's cost, and should be handled directly with the official show decorator. Once your booth assignment is confirmed, you will receive a packet from the decorating company on drayage, miscellaneous furnishings and electrical needs.

Drawings for Prizes

We encourage you to participate in our door prize drawings. In order to be eligible for the drawings, registrants must fill out and submit an exhibitor card initialed by each exhibitor. The drawings will be conducted by FRA staff during the late morning break on Thursday, October 25, 2012. Exhibitors will be responsible for delivery of prizes to the winner if the prizes are not collected before the close of the exhibit hall.

We ask that prizes not be items meant expressly as promotional materials or tokens representing the company's product or service.



Schedule

The schedule for the exhibit hall has been developed to coincide with break times and should allow for the greatest amount of flow in the exhibit hall. In addition, Wednesday's lunch and reception and all refreshment breaks during exhibit hours will be held in the exhibit hall.

Tuesday, October 23

4:00 p.m. - 6:00 p.m. Exhibitor Move-In

Wednesday, October 24

7:30 a.m. - 10:30 a.m. Exhibitor Move-In

11:00 a.m. - 7:30 p.m. Exhibit Hall Open (including lunch and evening reception)

Thursday, October 25

7:30 a.m. - 3:45 p.m. Exhibit Hall Open

3:45 p.m. Exhibitor Move-Out

(All times are tentative. Final set-up, exhibit and dismantle hours will be included in your confirmation.)

Conference Name Badges

A name badge order form is included on page 12 of this packet. Please complete the form as requested and return it with your exhibit agreement and payment. Final name badge information must be received by **October 5, 2012**. Conference exhibitors are not required to register as participants. Individual tickets are also available in limited quantities for select receptions and meal functions. Refreshment breaks and receptions held in the exhibit area do not require separate tickets for exhibitors. Visit the FRA Web site at www.redevelopment.net for additional conference information as it becomes available

Housing Accommodations

The 2012 Annual Conference will be held at the Hilton Daytona Beach Oceanfront, located at 100 N. Atlantic Avenue in Daytona Beach, Florida. The room rate is **\$145/night**, single or double. **Please do not make your reservations at this time.** You will be sent complete instructions on how to make reservations with your confirmation.

Important Deadlines

Please note the following deadlines for forms and payment:

- | | |
|----------------------------------|-----------------|
| » Exhibitor Agreements & Payment | August 31, 2012 |
| » Refund Requests | August 31, 2012 |
| » Final Name Badge Information | October 5, 2012 |



How Do I Sign Up?

Please fill out the attached forms completely. **Exhibit booths are assigned on a first-come, first-served basis.** Delay in payment will result in a delay in receiving your booth assignment.

For more information contact:

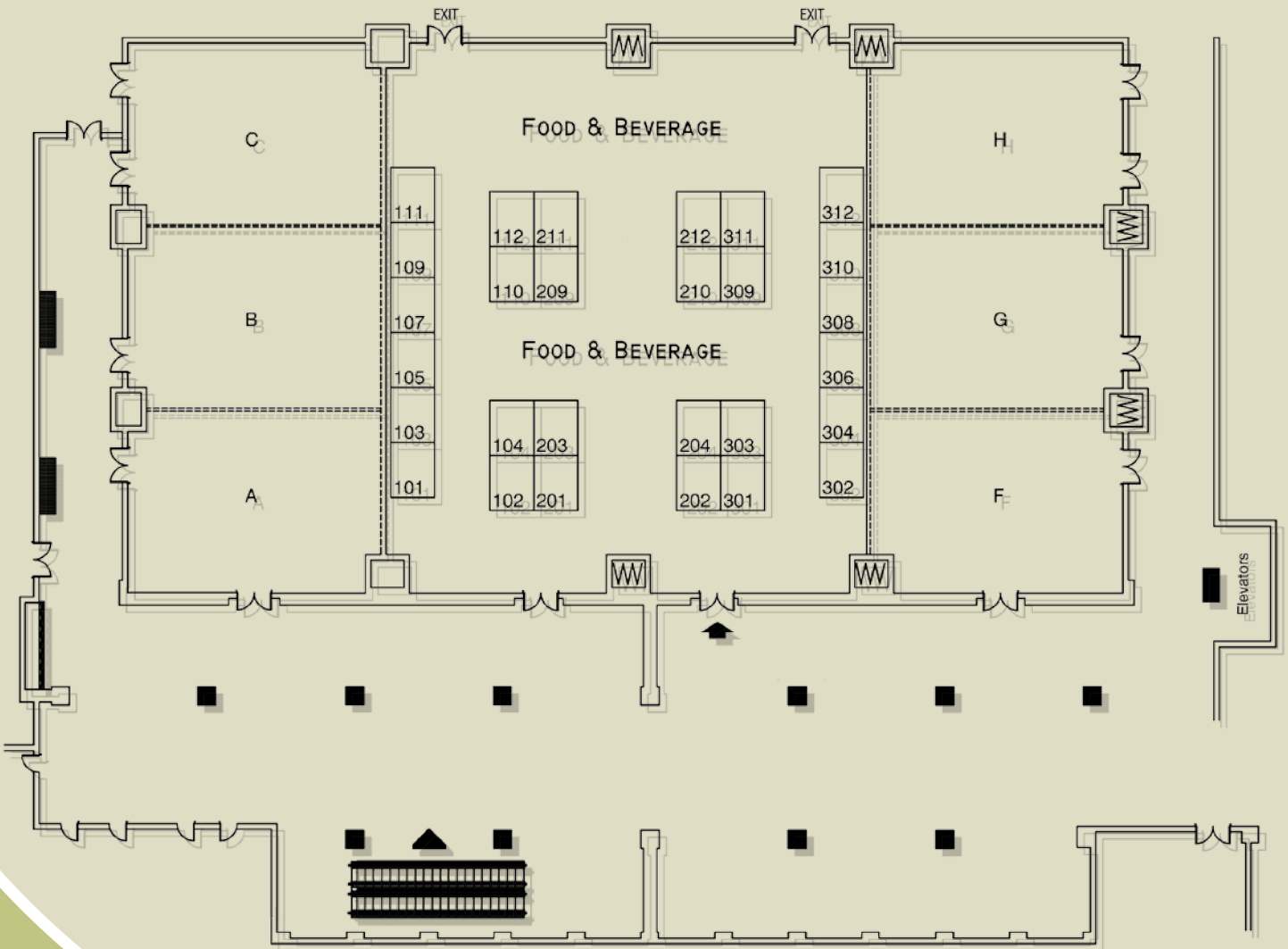
Jan Piland
Florida Redevelopment Association
P. O. Box 1757
Tallahassee, FL 32302
(850) 701-3622
Fax: (850) 222-3806
jpiland@flcities.com

Return completed exhibitor, sponsor and name badge forms to:

Melanie G. Howe, CAE, CMP
Meeting Planner
Florida League of Cities
P.O. Box 1757
Tallahassee, FL 32302
(850) 222-9684
Fax: (850) 222-3806
mhowe@flcities.com



Exhibit Hall Floorplan



Rules and Regulations

1. Contract

The following rules and regulations become binding upon acceptance of this contract between the applicant and his employees, and the Florida Redevelopment Association (FRA), the event sponsor.

2. Space Assignment

Booth locations will be assigned at the sole discretion of show management and will be based on the date of request, with priority given to regular exhibitors and contributing sponsors.

3. Booth Package Description

Booth packages include 1 8'x 10' carpeted pipe-and-drape booth, 1 6' draped table, 2 chairs, 1 wastebasket, 1 7"x 44" company identification sign, 2 representative badges, 1 copy of the FRA Membership Directory and the Statewide Public Capitol Improvement Projects List. Total individual exhibit floor space is limited to 8'x 10' unless requested and approved in writing. No walls, partitions, signs or decorations may be erected which will interfere with the general view "down the aisle", or with other exhibits. Additional booth requirements may be requested by the exhibitor from the decorating service provider. The exhibitor is solely responsible for all costs incurred.

4. Show Move-In & Move-Out

Move-In

Tuesday – October 23, 2012	4:00 p.m. - 6:00 p.m.
Wednesday – October 24, 2012	7:30 a.m. - 10:30 a.m.

Move-Out

Thursday – October 25, 2012	3:45 p.m.
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NOTE: No exhibitor will be allowed to break down their booth until the close of the show at 3:45 p.m. on Thursday, October 25, 2012. Any company that willfully dismantles its booth prior to closing time will not be permitted to exhibit at future FRA conferences. The exhibitor understands that this schedule will be strictly adhered to as a courtesy to other exhibitors and to FRA delegates.

5. Exhibit Hours (Tentative)

Wednesday – October 24, 2012	11:00 a.m. - 7:30 p.m.
Thursday – October 25, 2012	7:30 a.m. - 3:45 p.m.

NOTE: These hours have been developed to coincide with registrants' break times to help ensure traffic flow. In addition, refreshment breaks held during exhibit hours and Wednesday's lunch and reception will take place in the exhibit hall.



6. Unoccupied Space

FRA reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space.

7. Payments & Refunds

The total amount for exhibit space is due upon the reserving of space and signing of the contract. In the event an exhibitor finds it impossible to attend the conference, a letter received at the FRA office to that effect by 5:00 p.m. Friday, August 31, 2012 would authorize a refund of the exhibit fee. No refunds will be made after 5:00 p.m. Friday, August 31, 2012. Sponsorship money is non-refundable.

8. Food Service

FRA reserves the right to provide food and beverage service during certain hours in the exhibit area. No free samples of food, beverage or any product may be given away or otherwise distributed by any exhibitor without prior written approval of FRA.

9. Noisy & Obnoxious Equipment

The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly work will not be permitted.

10. Security & Liability

FRA will not provide security services. Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor and of the exhibitor only. The exhibitor agrees to hold FRA, the hotel and the show decorator harmless and to indemnify FRA, the hotel and the show decorator against claims or liability arising out of the actions, fault or negligence of the exhibitor, its agents or employees, prior to, during and after the exposition. FRA, the hotel and the show decorator shall not be responsible for any loss, damage or injury that may happen to the exhibitor or the exhibitor's agents, patrons, guests, employees or property from any cause whatsoever (unless occasioned by the sole willful or gross negligence FRA, the hotel or the show decorator) prior to, during or subsequent to the exposition period. The exhibitor hereby releases FRA, the hotel and the show decorator from, and agrees to indemnify them against, any and all claims for such loss, damage or injury.



11. Damage to Property

The exhibitor, its agents, guests or patrons shall not injure, mar nor in any manner deface the hotel premises or equipment therein, and shall not cause or permit anything to be done whereby the hotel or its equipment shall be in any manner injured, marred, unduly soiled, defaced, lost, stolen or otherwise removed from the building, and will not drive, or permit to be driven, nails, hooks, tacks or screws into any part of the hotel, and will not make nor allow to be made, any alterations of any kind therein. Should any of the hotel's equipment used by the exhibitor in the conduct or operation of the exposition be damaged, lost or stolen, the exhibitor will promptly pay for the equipment by cash or certified check.

12. Signs & Posters

The exhibitor agrees that it will not post or exhibit signs, advertisements, posters or cards of any description inside, in front of or on any part of the hotel without written consent.

13. Public Policy

All companies or individuals exhibiting at the annual conference are participating at the exclusive discretion of FRA and must abide by all local codes, rules, regulations and ordinances, including fire regulations, and must abide by the directions and instructions presented by official FRA, hotel and show decorator personnel. The exhibitor understands that any violations of these policies may result in the immediate closing and removal of the exhibitor's booth.

14. Eligible Exhibits & Restrictions

FRA reserves the right to accept or reject without reason any exhibit agreement received. FRA also reserves the right of exhibit space reassignment.

15. Exhibit Floor Access

FRA reserves the right to limit access to the exhibit floor to anyone during times the show is not officially open.

16. Use of Booth Space

Exhibitors shall reflect their company's highest standards of professionalism while maintaining their booths during show hours. No exhibitor shall assign, sublet or share booth space without the permission of FRA.

17. Exhibition Sales Policy

No firm or organization is permitted to engage in direct sales activities within the exhibit area without the expressed written approval of FRA.



Conference Sponsorship Packages

2012 Annual Conference • October 24-26, 2012 • Hilton Daytona Beach Oceanfront

Florida Redevelopment Association

P.O. Box 1757, Tallahassee, FL 32302 • (850) 222-9684 • Fax (850) 222-3806

www.redevelopment.net • mhowe@flcities.com

Event Sponsor - \$5,000

Sponsor receives:

- » List of Capital Projects Statewide
- » Recognition listing in conference program
- » Signage and recognition at sponsored event
- » Copy of FRA Membership Directory
- » Two conference registrations
- » Exhibit hall booth and six exhibit hall name badges

Keynote Sponsor - \$2,500

Sponsor receives:

- » List of Capital Projects Statewide
- » Recognition listing in conference program
- » Signage and recognition at sponsored keynote
- » Copy of FRA Membership Directory
- » One conference registration
- » When included with the purchase of a booth, five exhibit hall name badges

Session Sponsor - \$1,500

Sponsor receives:

- » List of Capital Projects Statewide
- » Recognition listing in conference program
- » Signage and recognition at sponsored session
- » Copy of FRA Membership Directory
- » Two exhibit hall name badges
- » When included with the purchase of a booth, up to four exhibit hall name badges

Break Sponsor - \$500

Sponsor receives:

- » List of Capital Projects Statewide
- » Recognition listing in conference program
- » Signage and recognition at sponsored break
- » Copy of FRA Membership Directory
- » Two exhibit hall name badges
- » When included with the purchase of a booth, up to two sponsor name badges

Exhibitor Booth - \$1,000

Exhibitor receives:

- » List of Capital Projects Statewide
- » Recognition listing in conference program
- » 8'x 10' carpeted pipe-and-drape booth with table and chairs
- » Copy of FRA Membership Directory
- » Two exhibit hall name badges

NOTE: Complete separate exhibitor form to sign-up for a booth.





WWW.REDEVELOPMENT.NET

ADDITIONAL FRA "ALL YEAR LONG" SPONSORSHIP PACKAGES

Please circle the package you want to purchase and send this sheet in with the sponsorship agreement form to the FRA. THANK YOU!

PACKAGE I

Sponsor receives:

- List of Capital Projects Statewide
- Banner website ad for 3 months
- 1 feature article in e-newsletter
- 1 FRA website U-Tube video
- 5 posts on FRA social media
- Cover sponsor "Best Book"*
- Exhibit booth at conference*
- 5 regional events sponsorship
- Sponsor listing in FRA publications
- Session sponsorship at conference*
- Annual membership (includes directory)
- 2 conference registrations
- Online Business Directory Listing
- 45% discount over individual rates
if purchased separately!

Total\$5,500

PACKAGE II

Sponsor receives:

- List of Capital Projects Statewide
- Large button website ad for 3 months
- 1 feature article in e-newsletter
- 1 post on FRA social media
- "Best Book" half-page ad
- Exhibit booth at conference*
- 1 regional event sponsorship
- Sponsor listing in FRA publications
- Break sponsorship at conference
- FRA Membership Directory
- 1 conference registration
- Online Business Directory Listing
- 30% discount over individual rates
if purchased separately!

Total\$3,500

PACKAGE III

Sponsor receives:

- List of Capital Projects Statewide
- Quarter button website ad for 1 month
- 1 feature article in e-newsletter
- "Best Book" quarter-page ad
- Exhibit booth at conference*
- FRA Membership Directory
- Online Business Directory Listing
- 30% discount over individual rates
if purchased separately!

Total\$2,500

PACKAGE IV

Sponsor receives:

- List of Capital Projects Statewide
- 1 feature article in e-newsletter
- Exhibit booth at conference*
- FRA Membership Directory
- Online Business Directory Listing
- 40% discount over individual rates
if purchased separately!

Total\$1,500

NOT SEEING WHAT SUITS YOUR NEEDS? Design a custom package by calling (850) 701-3608.

*Based on availability.



2012 ADVERTISING RATES



WWW.REDEVELOPMENT.NET

The Florida Redevelopment Association is the ultimate source of redevelopment news and information within Florida. Our trade association is a not-for-profit organization dedicated to assisting Florida professionals and volunteers in community revitalization efforts. The FRA offers marketing opportunities that include the annual conference, website, e-newsletter, social media and regional events. The FRA has a targeted audience, with an average of 5,000 monthly unique visitors to the website, a monthly e-newsletter sent to 900 emails and social media accounts with more than 1,100 followers. While the website and the FRA social media accounts can be accessed by the public, the e-news is reserved for members only.

DIGITAL PLATFORM ADS

Exclusive (if available) Horizontal Top Page Banner – 1105 X 100 pixels (only one on each page of website).....	\$900/month
Rotating Horizontal Top Page Banner – 1105 X 100 pixels (one of four on each page of website).....	\$275/month
Large Button (every page) – 220 X 285 pixels.....	\$250/month
Quarter Button (every page) – 125 X 125 pixels.....	\$60/month
E-newsletter ad and feature article in one e-newsletter monthly issue.....	\$500

PACKAGES

Branding – Rotating Horizontal Top Page Banner – 105 X 100 pixels (each page of website)

PLUS Large Button (every page) – 220 X 285 pixels.....\$500/month

Social Promotion – Become the “spotlighted member of the month.”

One ad and feature article in the e-newsletter, one video on the

Redevelopment YouTube channel and five posts on FRA social media.\$2,500 once per year

YouTube Video – Development and production of a video featuring how your business

or organization supports quality redevelopment in Florida, for your and/or FRA's website success stories.\$1,500/video

HARD COPY OPTIONS

FRA Annual Awards “Best Book”

Quarter-page (\$1,000), half-page (\$1,500) or full-page ad (\$2,000) in 3,000 copies and posted online,

Forty-page beautiful four-color glossy with photos and descriptions of awards.\$1,000 – \$2,000

NOTES

Advertising available on a month-to-month basis may be discounted for advance purchase of multiple months.

Please be sure to submit all ads designed to the specific dimensions and formatted in JPG or GIF.

If you have any questions, please contact Carol Westmoreland at 850-701-3608 or cwestmoreland@flcities.com.



Sponsorship Agreement 2012 Annual Conference • October 24-26, 2012 • Hilton Daytona Beach Oceanfront

Florida Redevelopment Association

P.O. Box 1757, Tallahassee, FL 32302 • (850) 222-9684 • Fax (850) 222-3806 • www.redevelopment.net • mhowe@flcities.com

PLEASE complete the information below to sign-up as a sponsor. If you are selecting an option that includes an exhibit booth, please complete the Exhibitor Agreement as well.

Company/Organization: _____
(Please print **exactly** as name should appear in program and on signage.)

Contact Name: _____ Title: _____

Address: _____
(Please print as it should appear in the program.)

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ @ _____
(All additional information will be e-mailed to this address.)

Note: If you wish us to print different contact information in the conference program, please attach a separate sheet with details.

For the use in the conference program, please indicate the products or services you will display (10 word maximum):

Authorized Signature: _____ Date: _____

Amount Enclosed: \$ Method of Payment: Check (payable to FRA) Visa MasterCard

Card Number: _____ Exp. Date: _____

Cardholder's Name: _____ Cardholder's Phone: _____

Cardholder's Signature: _____

Billing Address (if different from address used above): _____

City: _____ State: _____ Zip: _____

For FRA Use Only:

Date Received _____ Confirmation Sent _____

Amount Paid \$ _____ Check # _____ Date _____



Exhibitor Agreement 2012 Annual Conference • October 24-26, 2012 • Hilton Daytona Beach Oceanfront

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Company/Organization: _____
(Please print **exactly** as name should appear in program and on signage.)

Contact Name: _____ Title: _____

Address: _____
(Please print as it should appear in the program.)

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ @ _____
(All additional information will be e-mailed to this address.)

Note: If you wish us to print different contact information in the conference program, please attach a separate sheet with details.

For the use in the conference program, please indicate the products or services you will display (10 word maximum):

Please indicate any competitive companies. We will try to recognize this in booth placement, but we cannot make any guarantees:

Booth Assignment: Booths will be assigned at the sole discretion of show management and will be on a first-come, first-served basis. With reference to the floorplan on **page 5**, indicate your booth preference:

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

Booth Fee: \$1,000.00* Number of Booths Requested: _____

***Add \$50 to fee if postmarked after August 31, 2012.**

Acknowledgement: I have read and am familiar with all rules and regulations regarding the Florida Redevelopment Association's Annual Conference as printed on **pages 6-8** of this packet. I agree to comply with all terms of this contract.

Authorized Signature: _____ Date: _____

Amount Enclosed: \$ Method of Payment: Check (payable to FRA) Visa MasterCard

Card Number: _____ Exp. Date: _____

Cardholder's Name: _____ Cardholder's Phone: _____

Cardholder's Signature: _____

Billing Address (if different from address used above): _____

City: _____ State: _____ Zip: _____

For FRA Use Only:

Date Received _____ Confirmation Sent _____

Amount Paid \$ _____ Check # _____ Date _____



Name Badge Order Form 2012 Annual Conference • October 24-26, 2012 • Hilton Daytona Beach Oceanfront

Florida Redevelopment Association

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Name badges are provided in the following quantities:

- Exhibitor, Break Sponsor or Session Sponsor: 2 Badges
- Exhibitor/Break or Session Sponsor: 4 Badges
- Exhibitor/Keynote Sponsor: 5 Badges
- Exhibitor/Event Sponsor: 6 Badges

Our 4-line badges will be printed as follows:

First Name or Nickname

Full Name

Company Name

Company Location*

**A person's title may be substituted for company location.*

Please complete this form and return it via mail, fax or email to Melanie Howe at the FRA office no later than October 5, 2012.

Please Print NEATLY

Company/Organization: _____

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____
