



# 2011 ANNUAL CONFERENCE SPONSOR AND EXHIBITOR PACKET

October 19-21 ■ Hilton Orlando ■ [www.redevelopment.net](http://www.redevelopment.net)



*Welcome sponsors and exhibitors,*

This packet contains everything you will need to register as a sponsor or exhibitor for the **FRA 2011 Annual Conference**. Please contact Jan Piland at (850) 701-3608 or [jpiland@flcities.com](mailto: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!

*Florida Redevelopment Association*





## Sponsorship Opportunities

The FRA Annual Conference offers a variety of ways to showcase your company through sponsorships. See page 7 for a full list of these opportunities.

## 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 9
- ▶ Complete and return the Name Badge Order Form on page 10

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 19, 2011. 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 18**

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

### **Wednesday, October 19**

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

11:30 a.m. - 8:00 p.m.    Exhibit Hall Open *(including lunch and evening reception)*

### **Thursday, October 20**

8:00 a.m. - 11:00 a.m.    Exhibit Hall Open

11:00 a.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 9 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 3, 2011**. 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](http://www.redevelopment.net) for additional conference information as it becomes available.

## Housing Accommodations

The 2011 Annual Conference will be held at the **Hilton Orlando**, located at 6001 Destination Parkway in Orlando, Fla. The room rate is **\$149/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 19, 2011
- ▶ Refund Requests    September 16, 2011
- ▶ Final Name Badge Information                              October 3, 2011

## 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.

## Contacts

### **For more information:**

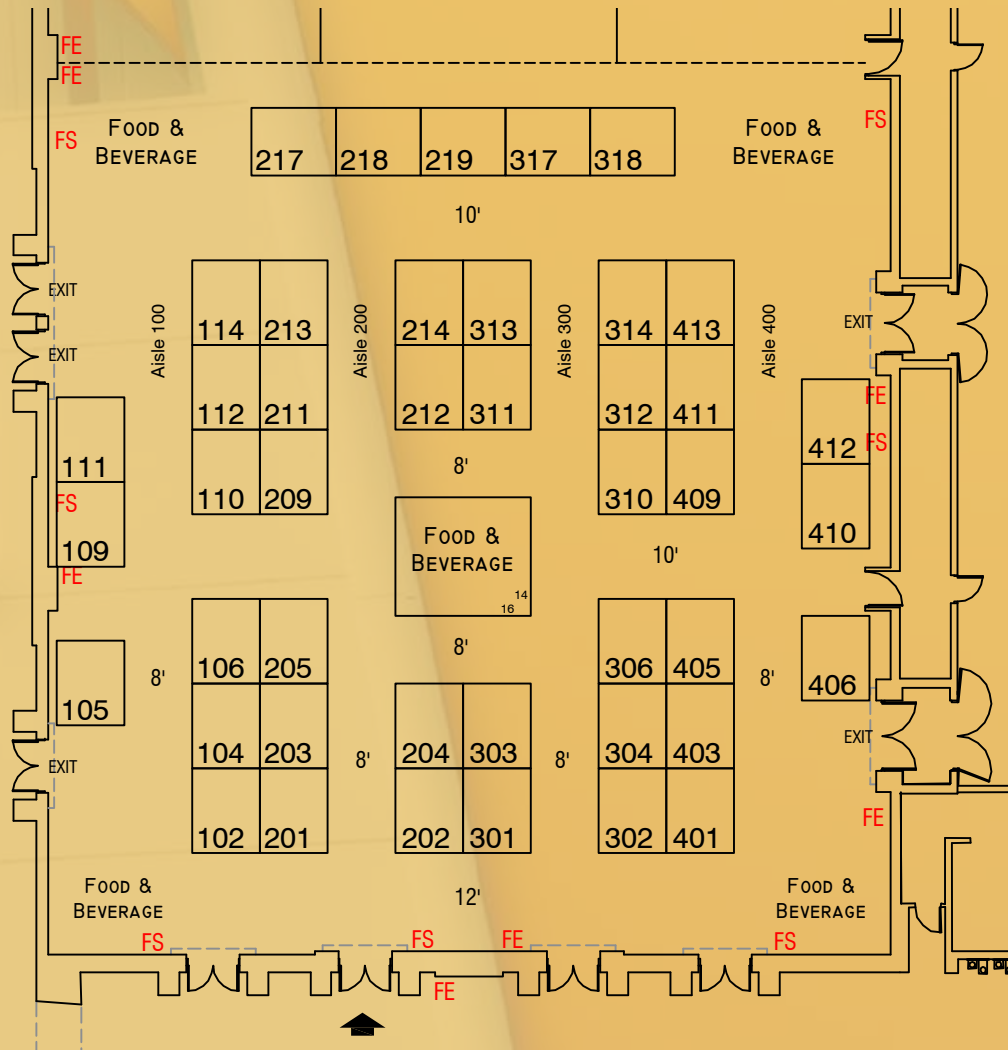
Jan Piland, Executive Assistant  
Florida Redevelopment Association  
P. O. Box 1757  
Tallahassee, FL 32302  
(850) 701-3622  
Fax: (850) 222-3806  
[jpiland@flcities.com](mailto:jpiland@flcities.com)

### **Send completed exhibitor, sponsor and name badge forms to:**

Melanie G. Howe, CAE, CMP  
Meeting Planner  
P.O. Box 1757  
Tallahassee, FL 32302  
(850) 701-3642  
Fax: (850) 222-3806  
[mhowe@flcities.com](mailto:mhowe@flcities.com)



# Exhibit Hall Floorplan





## Rules & 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 one 8' x 10' carpeted pipe-and-drape booth, one 6' draped table, two chairs, one wastebasket, one 7" x 44" company identification sign, two representative badges, one copy of the *FRA Membership Directory* and the Statewide Public Capital 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 18, 2011  
4:00 p.m. - 6:00 p.m.

Wednesday, October 19, 2011  
7:30 a.m. - 10:30 a.m.

#### Move-Out

Thursday, October 20, 2011  
11:00 a.m. - 4:00 p.m.

**NOTE:** No exhibitor will be allowed to break down their booth until the close of the show at 11:00 a.m. on Thursday, October 20. 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 19, 2011	11:30 a.m. - 8:00 p.m.
Thursday, October 20, 2011	8:00 a.m. - 11:00 a.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, September 16, 2011**, would authorize a refund of the exhibit fee. No refunds will be made after 5:00 p.m. Friday, September 16. 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.

# Sponsorship Opportunities

2011 Annual Conference | October 19 - 21, 2011 | Hilton Orlando

## Florida Redevelopment Association

P.O. Box 1757 | Tallahassee, FL 32302 | (850) 701-3642 | Fax (850) 222-3806 | [www.redevelopment.net](http://www.redevelopment.net) | [mhowe@flcities.com](mailto:mhowe@flcities.com)

### Platinum Sponsor – \$5,000

- ▶ Statewide Public Capital Improvement Projects List
- ▶ Recognition listing in conference program, directory and newsletter
- ▶ Signage and recognition at sponsored event
- ▶ Two copies of FRA Membership Directory
- ▶ One year of FRA publications mailed to two addresses
- ▶ Two conference registrations
- ▶ Exhibit hall booth and up to six exhibit hall name badges

### Diamond Sponsor – \$2,500

- ▶ Statewide Public Capital Improvement Projects List
- ▶ Recognition listing in conference program, directory and newsletter
- ▶ One copy of FRA Membership Directory
- ▶ One copy of FRA publications for one year
- ▶ One conference registration
- ▶ When included with the purchase of a booth, up to five exhibit hall name badges

### Gold Sponsor – \$1,000 (Program listing)

- ▶ Statewide Public Capital Improvement Projects List
- ▶ Program recognition as Gold Sponsor
- ▶ One copy of FRA Membership Directory
- ▶ Two exhibit hall name badges
- ▶ When included with the purchase of a booth, up to four representative name badges

### Exhibitor Booth – \$1,000

- ▶ Statewide Public Capital Improvement Projects List
- ▶ Program recognition as Silver Sponsor
- ▶ 8' x 10' carpeted pipe-and-drape booth with table and chairs
- ▶ Two exhibit hall name badges
- ▶ One copy of FRA Membership Directory

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

### Awards Program “Best Book” Ad – \$1,000

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



# Sponsorship Agreement

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### PLEASE PRINT OR TYPE

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 use in the conference program,** 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: \_\_\_\_\_

### FRA Use Only

Date Received \_\_\_\_\_ Confirmation Sent \_\_\_\_\_

Amount Paid \$ \_\_\_\_\_ Check # \_\_\_\_\_ Date \_\_\_\_\_



# Exhibitor Agreement

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### PLEASE PRINT OR TYPE

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 use in the conference program,** 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 the executive director and will be on a first-come, first-served basis. With reference to the floorplan on **page 4**, indicate your booth preference:

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_

Booth Fee: \$1,000\* Number of Booths Requested: \_\_\_\_\_

**\*Add \$50 to fee if postmarked after August 19, 2011.**

**Acknowledgement:** I have read and am familiar with all rules and regulations regarding the Florida Redevelopment Association's Annual Conference as printed on **pages 5-6** 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: \_\_\_\_\_

### FRA Use Only

Date Received \_\_\_\_\_ Booth # \_\_\_\_\_ Confirmation Sent \_\_\_\_\_

Amount Paid \$ \_\_\_\_\_ Check # \_\_\_\_\_ Date \_\_\_\_\_

# Name Badge Order Form

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### Our four-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.*

### Name badges are provided in the following quantities:

Exhibitor: 2 Badges

Gold Sponsor: 2 Badges

Exhibitor/Gold Sponsor: 4 Badges

Exhibitor/Diamond Sponsor: 5 Badges

Exhibitor/Platinum Sponsor: 6 Badges

Event Sponsor: 6 Badges

**Please complete this form and return it via mail, fax or e-mail to Melanie Howe at the FRA office no later than Monday, October 3, 2011.**

### Please Print NEATLY

Company/Organization: \_\_\_\_\_

Included:

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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2. \_\_\_\_\_

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5. \_\_\_\_\_

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3. \_\_\_\_\_

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4. \_\_\_\_\_

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6. \_\_\_\_\_

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\_\_\_\_\_