



<http://redevelopment.net/2017-conference/>

## ***2017 FRA ANNUAL CONFERENCE***

**Exhibit Dates: October 18-19, 2017**

**Conference Dates: October 18-20, 2017**

**Hilton Daytona Beach Oceanfront Resort**

### ***Exhibitor and Sponsor Information and Forms***

Do not miss out! Please complete the following exhibitor and sponsorship paperwork to be part of the 2017 FRA Annual Conference. Deadline is August 30, 2017 for the Exhibitor and Sponsor Agreement Applications.

#### **Included in this kit are:**

- \* Exhibitor Agreement Application
- \* Sponsor Agreement Application
- \* Name Badge Form
- \* Exhibitor Information
- \* Rules and Regulations

**Contact: Heidi Hogarth   [hhogarth@flcities.com](mailto:hhogarth@flcities.com)**

**ATTN: 2017 FRA Annual Conference**

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



## *Why exhibit and/or sponsor at the FRA Annual Conference?*

- The conference draws approximately 300 redevelopment communities throughout the state
- Under one roof, this conference is the mothership for all things in redevelopment funding in public and private sectors in Florida
- We have an amazing benefits package regarding the promotion of your company
- All conference meal events (including evening meals) are in the exhibit hall
- FRA members (Community Redevelopment Agencies/CRAs) have separate, dedicated trust funds that can only be spent on redevelopment projects awarded to companies like yours
- You will receive a book of public redevelopment projects planned by FRA members in 2018 fiscal year. This book lists what each CRA has to spend this year and which projects they are contemplating.
- You will receive a company listing in the program as an exhibitor and supporter, with your contact information and booth number
- You will receive a copy of the current FRA membership directory
- Each 8' x 10' carpeted, pipe-and-drape booth includes one 6' draped table, two chairs, one wastebasket and one 7" x 44" company identification sign
- Two badges per 8' x 10' booth space; two badges per \$1,500-\$2,500 sponsorship categories; and four badges per \$5,000 sponsorship category
- Networking! Networking! Networking!

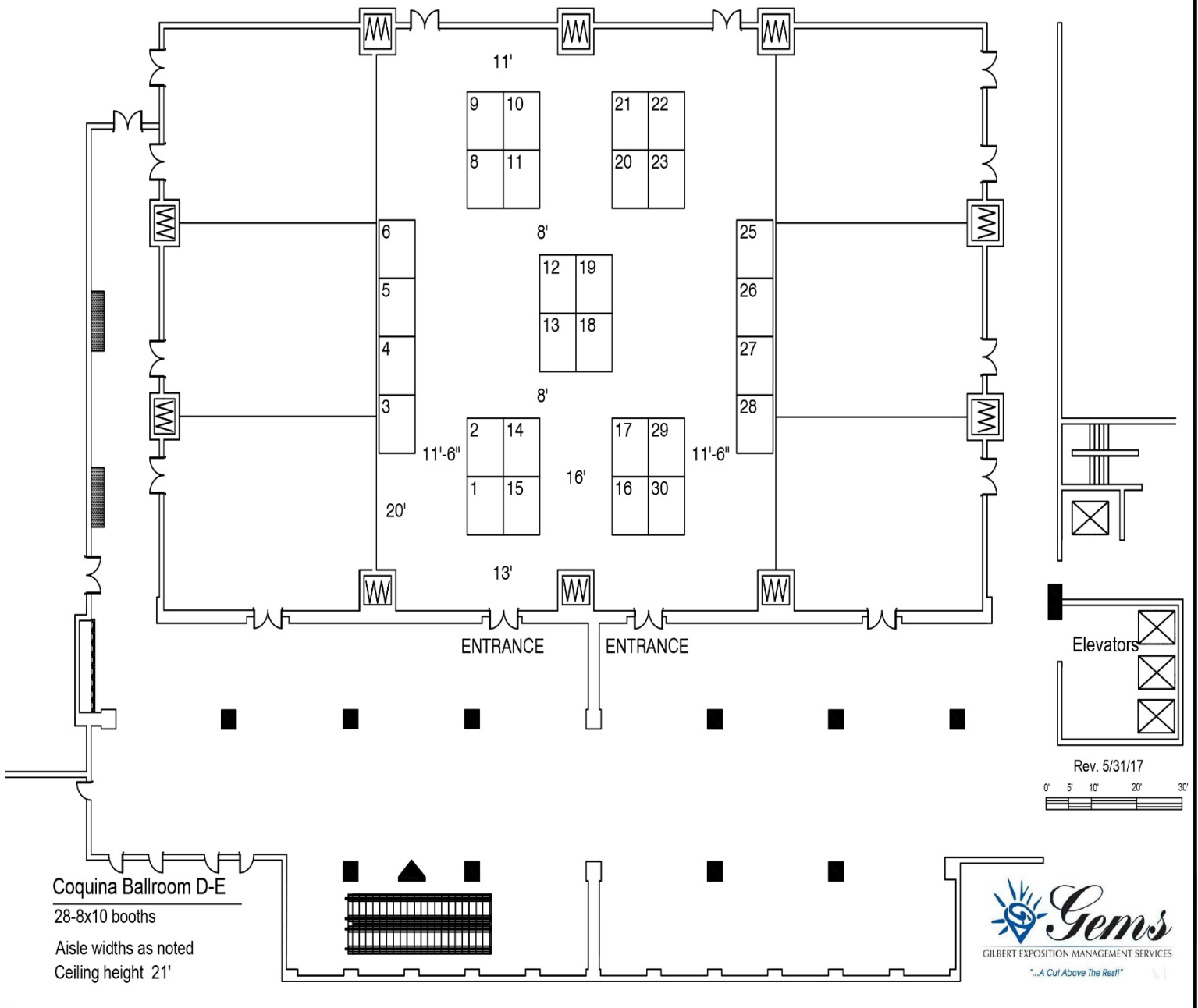
Contact Heidi Hogarth at [hhogarth@flcities.com](mailto:hhogarth@flcities.com) or 850-701-3605 to discuss these amazing opportunities at the 2017 FRA Annual Conference.

# 2017 FRA ANNUAL CONFERENCE FLOOR PLAN

2017 FRA Annual Conference

October 17 - 19, 2017

Hilton Daytona Ocean Walk Village - Daytona Beach, Florida



# 2017 FRA ANNUAL CONFERENCE **EXHIBITOR** AGREEMENT

Exhibit Dates: October 18-19, 2017 • Hilton Daytona Beach Oceanfront Resort

## **Exhibitor Information:**

- ▶ Deadline is August 30, 2017 for exhibitor agreements.
- ▶ Deadline is September 11, 2017 for name badge order form.
- ▶ Contact Heidi Hogarth at [hhogarth@flcities.com](mailto:hhogarth@flcities.com) to discuss/reserve hospitality space.

**Exhibiting Contact Information:** All communication (confirmations, invoices, exhibitor materials) will be sent to primary contact.

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

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Conference Program Information:** (Please PRINT OR TYPE **exactly** as name should appear in program and on signage.)

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website Address: \_\_\_\_\_

Product/Service Description (15-word maximum): \_\_\_\_\_

**Booth Selection:** All booths are 8' x 10'. Refer to page 3 for floor plan. If applying for more than one booth, indicate below.

Company/Firm/For-profit \$1,200\* x \_\_\_\_\_ = \$ \_\_\_\_\_

\*Add \$50.00 to fee if postmarked after August 30, 2017.

**Booth Selection:** Booths 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.

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

Please indicate any competitors. We will try to recognize this in booth placement but cannot make guarantees:

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**Acknowledgement:** I have read and will comply with the rules and regulations regarding the Florida Redevelopment Association's 2017 Annual Conference as printed on pages 9-10 of this packet. Cancellation of exhibit space must be submitted in writing and received by 5:00pm on August 30, 2017. There will be no refund for "no shows" or cancellations received after 5:00pm on August 30, 2017.

Authorized Signature: \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_

Method of Payment: ☐ Check (payable to **Florida Redevelopment Association**) ☐ Visa ☐ MasterCard

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Cardholder's Phone: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Send completed form via email to [hhogarth@flcities.com](mailto:hhogarth@flcities.com) or fax (850) 222-3806.



## ***2017 FRA Annual Conference Sponsor Packages***

*(Refer to page 6 for the Sponsorship Agreement Application)*

### **EVENT SPONSOR**

Public Sector Project Notebook (Florida)  
2 conference registrations  
1 feature article in e-newsletter  
5 posts on FRA social media  
“Best Book” half-page listing  
Exhibit booth at conference  
FRA Membership Directory  
Break sponsorship at conference  
Listing in the FRA Annual Conference Program  
**Total .....\$5,000**

### **GOLD SPONSOR**

Public Sector Project Notebook (Florida)  
“Best Book” quarter-page listing  
Exhibit booth at conference  
FRA Membership Directory  
Listing in the FRA Annual Conference Program  
**Total .....\$2,500**

### **SILVER SPONSOR**

Public Sector Project Notebook (Florida)  
Exhibit booth at conference  
FRA Membership Directory  
Listing in the FRA Annual Conference Program  
**Total .....\$1,500**

### **OTHER SPONSORSHIPS**

Exclusive Keynote Sponsor..... **\$3,500**  
Exclusive Session Sponsor..... **\$1,500**  
Tour/Break Sponsor..... **\$ 500**  
4-color advertisement in the “Best Book”.. **\$1,000**

# 2017 FRA ANNUAL CONFERENCE **SPONSORSHIP** AGREEMENT

Conference Dates: October 18-20, 2017

Hilton Daytona Beach Oceanfront Resort

## **Sponsorship Information:**

- ▶ Exhibiting is not required to participate as a sponsor.
- ▶ Deadline is August 30, 2017 for sponsorship agreements.
- ▶ Deadline is September 11, 2017 for name badge order form.
- ▶ Contact Heidi Hogarth at [hhogarth@flcities.com](mailto:hhogarth@flcities.com) to discuss/reserve hospitality space.

**Sponsorship Contact Information:** All communication (confirmations, invoices, sponsorship materials) will be sent to primary contact.

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

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Conference Program Information:** (Please PRINT OR TYPE **exactly** as name should appear in program and on signage.)

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website Address: \_\_\_\_\_

Product/Service Description (15-word maximum): \_\_\_\_\_

**Sponsorship Selection:** (refer to page 5 for sponsorship packages)

\_\_\_\_\_ Event Sponsor @ \$5,000

\_\_\_\_\_ Gold Sponsor @ \$2,500

\_\_\_\_\_ Silver Sponsor @ \$1,500

\_\_\_\_\_ Keynote Sponsor @ \$3,500

\_\_\_\_\_ Exclusive Session Sponsor @ \$1,500

\_\_\_\_\_ 4 color Awards (BEST BOOK) Ad @ \$1,000

\_\_\_\_\_ Tour Sponsor @ \$500

\_\_\_\_\_ Break Sponsor @ \$500

**Acknowledgement:** I have read and will comply with the rules and regulations regarding the Florida Redevelopment Association's Annual Conference as printed on pages 9-10 of this packet. The sponsorship fee is non-refundable.

Authorized Signature: \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_

Method of Payment: ☐ Check (payable to **Florida Redevelopment Association**) ☐ Visa ☐ MasterCard

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Cardholder's Phone: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Send completed form via email to [hhogarth@flcities.com](mailto:hhogarth@flcities.com) or fax 850-222-3806.

**2017 FRA ANNUAL CONFERENCE**  
**EXHIBITOR AND SPONSOR NAME BADGE ORDER FORM**

**Exhibit Dates:** October 18-19, 2017 • **Conference Dates:** October 18-20, 2017  
Hilton Daytona Beach Oceanfront Resort

**Name Badge Order Form Deadline:** September 11, 2017

**Person completing this form:** All communication pertaining to name badges will be sent to this contact.

Company/Organization: \_\_\_\_\_  
Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**Exhibitor Badges:** Two badges per 8’ x 10’ booth space. If registering for more than one 8’x10’ space, attach the list of additional exhibit representatives.  
**Sponsor Badges:** Two badges per \$1,500-\$2,500 categories; four badges per \$5,000 category  
Please notify Heidi Hogarth at [hhogarth@flcities.com](mailto:hhogarth@flcities.com) by **September 11, 2017** of all name changes or additions.

First Name/Nickname: _____	First Name/Nickname: _____
Full Name: _____	Full Name: _____
Title: _____	Title: _____
Company: _____	Company: _____
First Name/Nickname: _____	First Name/Nickname: _____
Full Name: _____	Full Name: _____
Title: _____	Title: _____
Company: _____	Company: _____

Send completed form via email to [hhogarth@flcities.com](mailto:hhogarth@flcities.com) or fax 850-222-3806; Questions to Heidi Hogarth at 850-222-9684

## ***General Exhibitor Information***

### **Schedule**

This schedule reflects *tentative times, which will be confirmed when you sign up*. During exhibit hall hours, all food functions (including two lunches and all breaks) are included. In between breaks, exhibitors with badges are welcomed to attend the educational sessions. EXHIBITORS MAY ATTEND ALL CONFERENCE SESSIONS AT NO ADDITIONAL CHARGE, AND MAY PARTICIPATE IN THE MEAL FUNCTIONS IN THE EXHIBIT HALL FOR NO ADDITIONAL CHARGE. We want you to feel like you are our redevelopment partners!

### **Exhibit Hall Hours (Tentative)**

*Tuesday, October 17, 2017*

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

*Wednesday, October 18, 2017*

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

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

*Thursday, October 19, 2017*

7:30 a.m. - 1:30 p.m. Exhibit Hall Open (*lunch*)

1:30 p.m. Exhibitor Move-Out

Please make sure that all exhibit fees accompany the agreement, as we are unable to reserve booths unless payment is received. Booths are assigned on a first-come, first-served basis - see floor plan.

### **Booth Benefits/Amenities**

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 w 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 complete informational packet from the decorating company. Two exhibit hall badges are included with each booth.

**Each exhibitor also receives (at check in) 1) a hard copy list of public redevelopment projects planned by FRA members in 2018 fiscal year; 2) company listing in the program as an exhibitor and supporter, with your contact information and booth number; and 3) a copy of the current FRA membership directory.**

### **Prize Drawings**

We encourage you to participate in door prize drawings by bringing one or more gifts to raffle at the food events and breaks. This is a good way to collect cards and make contacts. The FRA will announce the winners of exhibitor drawings periodically during exhibit hall hours. Exhibitors are responsible for delivery of prizes to the winner if the prizes are not collected onsite. We ask that prizes not be promotional items with the company name or service.

### **Name Badges**

Complete the enclosed name badge order form to list ALL your attendees and return with your exhibit agreement and payment. Conference exhibitors are welcome to attend the educational sessions for no charge. **Extra meal function tickets for lunches and receptions may be purchased (contact Heidi Hogarth for individual ticket sales).** The deadline for receipt of name badge information is September 11, 2017.



# ***Exhibitor Rules and Regulations***

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.

## **1. Space Assignment**

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

## **2. Booth Package Description**

Booth packages include 1- 8'x 10' carpeted pipe-and-drape booth, 1- 6' draped table, 2 chairs, 1 wastebasket, and 1 7"x 44" company identification sign. 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 are furnished by the decorating service provider. The exhibitor is solely responsible for all costs incurred for amenities above the minimum.

## **3. Show Move-In & Move-Out**

No exhibitor will be allowed to break down their booth until the close of the show at 1:30 p.m. on Thursday. 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.

## **4. Exhibit Hours (Tentative)**

Tuesday, October 17, 2017 4:00 p.m.-6:00 p.m. Exhibitor Move-In

Wednesday, October 18, 2017 7:30 a.m.-10:30 a.m. Exhibitor Move-In

Wednesday, October 18, 2017 11:00 a.m.- 7:30 p.m. Exhibit Hall open (lunch and evening reception)

Thursday, October 19, 2017 7:30 a.m.-1:30 p.m. Exhibit Hall Open (lunch)

Thursday, October 19, 2017 1:30 p.m. Exhibitor Move-Out

## **5. 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.

## **6. 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 August 30, 2017 would authorize a refund of the exhibit fee. Sponsorship money is nonrefundable.

## **7. 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.

## **8. 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.

## **9. 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.

#### **10. 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.

#### **11. 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.

#### **12. 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.

#### **13. 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.

#### **14. Exhibit Floor Access**

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

#### **15. 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.

#### **16. 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.

*For further information, contact Heidi Hogarth at [hhogarth@flcities.com](mailto:hhogarth@flcities.com) or 850-701-3605.*

Please fill out these forms and email, fax or mail to the attention of Heidi Hogarth at <a href="mailto:hhogarth@flcities.com">hhogarth@flcities.com</a> or FAX (850) 222-3806 or PO BOX 1757, Tallahassee, FL 32302 - ATTN: FRA EXHIBITS. Thank you!
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