



## ***2019 FRA Annual Conference Exhibitor and Sponsorship Packages***

### **EVENT SPONSOR**

Public Sector Projects Listing for FY 2020 (Florida)

#### **2 conference registrations**

2 feature articles in “EBLAST” newsletter and website

5 posts on FRA social media

1 Year FRA Membership

One conference break-out session w moderator and one panel presentation

“Best Book” full-page listing (7” w x 4”h; press-quality (hi-resolution) PDF preferred, JPG, TIFF or PSD acceptable; no web graphics; color preferred)

#### **Exhibit booth at conference (based on availability)**

FRA Membership Directory

Session sponsor w logo listing in the FRA Annual Conference Program

**Total .....\$5,000**

### **GOLD SPONSOR**

Public Sector Projects Listing for FY 2020 (Florida)

#### **1 conference registration**

1 feature article in “EBLAST” newsletter and website

1 Year FRA Membership

“Best Book” half-page listing (3.15” w x 4”h; press-quality (hi-resolution) PDF preferred, JPG, TIFF or PSD acceptable; no web graphics; color preferred)

#### **Exhibit booth at conference (based on availability)**

FRA Membership Directory

Gold Sponsor company logo listed in the FRA Annual Conference Program

**Total .....\$3,000**

### **SILVER SPONSOR**

Public Sector Projects Listing for FY 2020 (Florida)

#### **Exhibit booth at conference (based on availability)**

“Best Book” awards brochure quarter page listing (card size press-quality (hi-resolution) PDF preferred, JPG, TIFF or PSD acceptable; no web graphics; color preferred)

FRA Membership Directory

Silver Sponsor company logo listed in the FRA Annual Conference Program

**Total .....\$2,500**

### **EXHIBITOR BOOTH**

Complimentary attendance at any breakout session at the conference

Meals for any event in the exhibit hall

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 with booth number

Hard copy list of public redevelopment projects planned by FRA members in 2019 fiscal year

Company listing in the program as an exhibitor, with your contact information and booth number

Copy of the current FRA membership directory.

**Total .....\$1,200**

**Keynote Sponsor** (three available) ..... **\$1,500** (listed in program w company logo)

**Tour/Break Sponsor** ..... **\$500** (program company name listing)

**FRA Awards “Best Book” ad** ..... **\$1,150** (full page sized logo) **(CONT’D...)**



*All information and forms are posted at:  
[redevelopment.net/2019-conference](http://redevelopment.net/2019-conference)*

***2019 FRA Annual Conference  
Exhibit Dates: October 16-19, 2019  
Conference Dates: October 16-18, 2019  
Hilton Downtown Tampa***

***Exhibitor and Sponsor Kit***

These are the forms that you may use to register as an exhibitor or sponsor at the conference this year. The deadline is Monday, September 2, 2019 to ensure your registration for a sponsorship or booth space.

**You will find the following information in this kit:**

- \* Support Levels and Benefits
- \* Exhibitor/Sponsor Agreement Applications
- \* Name Badge Form
- \* Exhibitor Information, Rules and Regulations

**Questions? Carol Westmoreland, [cwestmoreland@flcities.com](mailto:cwestmoreland@flcities.com)  
Attention 2019 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?***

- 1) The conference draws approximately 300 redevelopment professionals, elected officials and appointed officials who oversee administering redevelopment (economic development) programs in Florida cities and counties.
- 2) Under one roof, this conference is the mothership for all things in redevelopment funding in public and private sectors in Florida.
- 3) We have an amazing benefits package regarding the promotion of your company.
- 4) All conference meal events (including one evening meal) are in the exhibit hall.
- 5) FRA members (Community Redevelopment Agencies/CRA's) have separate, dedicated trust funds that can only be spent on redevelopment projects awarded to companies like yours.
- 6) You will receive a book of public redevelopment projects planned by FRA members in 2019 fiscal year. This book lists what each CRA could spend this year and which projects they are contemplating.
- 7) You will receive a company (and logo) listing in the program as an exhibitor and supporter, with your contact information and if applicable, your booth number.
- 8) You will receive a copy of the current FRA membership directory.
- 9) 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.
- 10) 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.
- 11) Networking! Networking! Networking!

Contact *Carol Westmoreland* to design a sponsorship package (see next page) or find answers to your sponsorship or exhibitor questions. *Her number is 850-701-3608 or email is cwestmoreland@flcities.com.*



## ***2019 FRA ANNUAL CONFERENCE FLOOR PLAN***

***Available on first come basis, we will accept payment and guarantee early booth choice(s) based on the order of payment receipt. To give you an idea of how the booths are usually set up, feel free to look at last year's program posted at [www.redevelopment.net](http://www.redevelopment.net) 2017 program.***

# 2019 FRA Exhibitor Agreement

**Exhibit Dates: October 15-17, 2019 • Hilton Downtown Tampa**

**FRA • P.O. Box 1757 • Tallahassee, FL 32302 • FAX (850) 222-3806 • [spedrosa@flcities.com](mailto:spedrosa@flcities.com)**

- ▶ Deadline is September 2, 2019 for exhibitor agreements.
- ▶ Deadline is September 13, 2019 for name badge order form.

**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: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Product/Service Description (15-word maximum): \_\_\_\_\_

**Booth Selection:** All booths are 8' x 10'. Refer to page 4 for floor plan information. If applying for more than one booth, indicate below.

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

\*Add \$50.00 to fee if postmarked after September 2, 2019.

**Please examine the floorplan on page four.** *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 competitor(s) (we will try to accommodate in booth placement but no guarantees)**

**Acknowledgement:** I have read and will comply with the rules and regulations in this kit. Cancellation of exhibit space must be submitted in writing and received by 5:00pm on September 2, 2019. There will be no refund for "no shows" or cancellations received after 5:00 pm on September 2, 2019.

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

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

Method of Payment: ☐ Check ☐ Credit Card

▶ All checks should be made payable to **Florida Redevelopment Association** and sent to the above address with a copy of this form.

▶ FRA accepts online payments using **Visa and MasterCard ONLY**. If you would like to pay online, select credit card as payment and you will be contacted directly by Samantha Pedrosa to receive instructions to log-on to a secure site to make your payment online. **Send completed form via email to [spedrosa@flcities.com](mailto:spedrosa@flcities.com) or FAX (850) 222-3806.**

# 2019 FRA Sponsorship Agreement

October 16-18, 2019

Hilton Downtown Tampa

Questions on benefits and other packages? Carol Westmoreland at [cwestmoreland@flcities.com](mailto:cwestmoreland@flcities.com) or 850-701-3608

## **Sponsorship Information:**

- ▶ Exhibiting is not required to participate as a sponsor.
- ▶ Deadline is September 2, 2019 for sponsorship agreements.
- ▶ Deadline is September 13, 2019 for name badge order forms.

**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 max): \_\_\_\_\_

## **Package Selection:** (refer to page 5 for packages)

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

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

\_\_\_\_\_ Gold Sponsor @ \$3,000

\_\_\_\_\_ Awards (BEST BOOK) Ad @ \$1,150

\_\_\_\_\_ Silver Sponsor @ \$2,000

\_\_\_\_\_ Tour / Break Sponsor @ \$500

**Booth Selection for Event, Gold, Silver Sponsor:** Booths will be assigned at the sole discretion of show management and will be based on availability, with priority given to regular exhibitors and contributing sponsors. 1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

**Number of Booths:** \_\_\_\_\_

**Acknowledgement:** I have read and will comply with the rules and regulations regarding the FRA Annual Conference as printed on pages 9-10 of this packet. All fees are non-refundable.

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

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

Method of Payment: ☐ Check ☐ Credit Card

▶ All checks should be made payable to **Florida Redevelopment Association** and sent to the above address with a copy of this form.

▶ FRA accepts online payments with **Visa and MasterCard ONLY**. You will need to use a password to log-on to a secure site to make your payment online. Samantha Pedrosa will contact you if you indicated payment by credit card.

Send completed form to [spedrosa@flcities.com](mailto:spedrosa@flcities.com), 850-701-3608 or FAX 850-222-3806.

# 2019 FRA Name Badge Order Form

**Exhibit Dates: October 15-17, 2019 • Conference Dates: October 16-18, 2019**

**Hilton Downtown Tampa**

**Name Badge Order Form Deadline: September 13, 2019**

Person completing this form (all communication pertaining to name badges will be sent to this contact).

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

Primary Contact Name: \_\_\_\_\_

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

**Exhibitor Badges:** Four badges per 8' x 10' booth space. If registering for more than one 8'x10' space, attach the list of additional exhibit representatives. Additional name badges for booth staff may be purchased for \$15.00 each.

**Sponsor Badges:** Two badges in addition to any badges received if registrations come with the sponsorship package

Please notify Samantha Pedrosa at [spedrosa@flcities.com](mailto:spedrosa@flcities.com) by September 13, 2019 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: \_\_\_\_\_

First Name/Nickname @ \$15: \_\_\_\_\_

First Name/Nickname @ \$15: \_\_\_\_\_

Full Name: \_\_\_\_\_

Full Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Company: \_\_\_\_\_

## *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 15, 2019**

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

#### **Wednesday, October 16, 2019**

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

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

#### **Thursday, October 17, 2019**

7:00 a.m. - 1:00 p.m. Exhibit Hall Open (*lunch and break*)

1:00 p.m. Exhibitor Move-Out

We are unable to reserve booths unless payment is received. Booths are assigned on a first-come, first-served basis - see floor plan, page four.

### **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 2020 fiscal year; 2) company listing in the program as an exhibitor, 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 individual meal function tickets for may be purchased (contact Samantha Pedrosa for individual ticket sales).** The deadline for receipt of name badge information is September 13, 2019.



## ***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 1:00 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 15, 2019 4:00 p.m.- 6:00 p.m. Exhibitor Move-In

Wednesday, October 16, 2019 7:30 a.m.-10:30 a.m. Exhibitor Move-In

Wednesday, October 16, 2019 11:00 a.m.- 7:30 p.m. Exhibit Hall open (lunch, break, and evening reception)

Thursday, October 17, 2019 7:00 a.m.-1:00 p.m. Exhibit Hall Open (lunch)

Thursday, October 17, 2019 1:00 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 September 2, 2019 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 after 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 Samantha Pedrosa at [spedrosa@flcities.com](mailto:spedrosa@flcities.com) or 850-701-3666.*

Don't forget if you are mailing, address it to **FRA ANNUAL CONFERENCE**, FAX (850) 222-3806, or PO BOX 1757, Tallahassee, FL 32302.