



*All information and forms are posted at:
redevelopment.net/2019-conference*

***2019 FRA Annual Conference
Exhibit Dates: October 16-17, 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 booth space and/or sponsorship.

You will find the following information in this kit:

- * Support Levels and Benefits (FYI)
- * Exhibitor/Sponsor Agreements (deadline: September 2, 2019)
- * Name Badge Form (deadline: September 13, 2019)
- * Exhibitor Information, Rules and Regulations (FYI)

Questions?

Carol Westmoreland, Executive Director

cwestmoreland@flcities.com

Attention: 2019 FRA Annual Conference

P.O. Box 1757

Tallahassee, FL 32302

(850) 701-3608

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 amazing benefits packages – write just one check!
- 4) Conference meal events (including one evening meal) are in the exhibit hall.
- 5) FRA members (Community Redevelopment Agencies/CRAs) 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) Exhibitors receive a company listing in the program. Sponsors receive a company listing and logo in the program.
- 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) Networking! Networking! Networking!

Contact Carol Westmoreland, cwestmoreland@flcities.com, 850-701-3608, to design a sponsorship package (see next page) or find answers to exhibiting at the conference.



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

“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 (see below 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 (see below 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 (see below - 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

Public Sector Projects Listing for FY 2020 (Florida)

2 Exhibitor badges for complimentary attendance at any breakout session at the conference

Meals for any event in the exhibit hall

8’ x 10’ booth + one 6’ table, two chairs, wastebasket and 7” x 44” company sign w booth number

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

FRA membership directory.

Total\$1,200

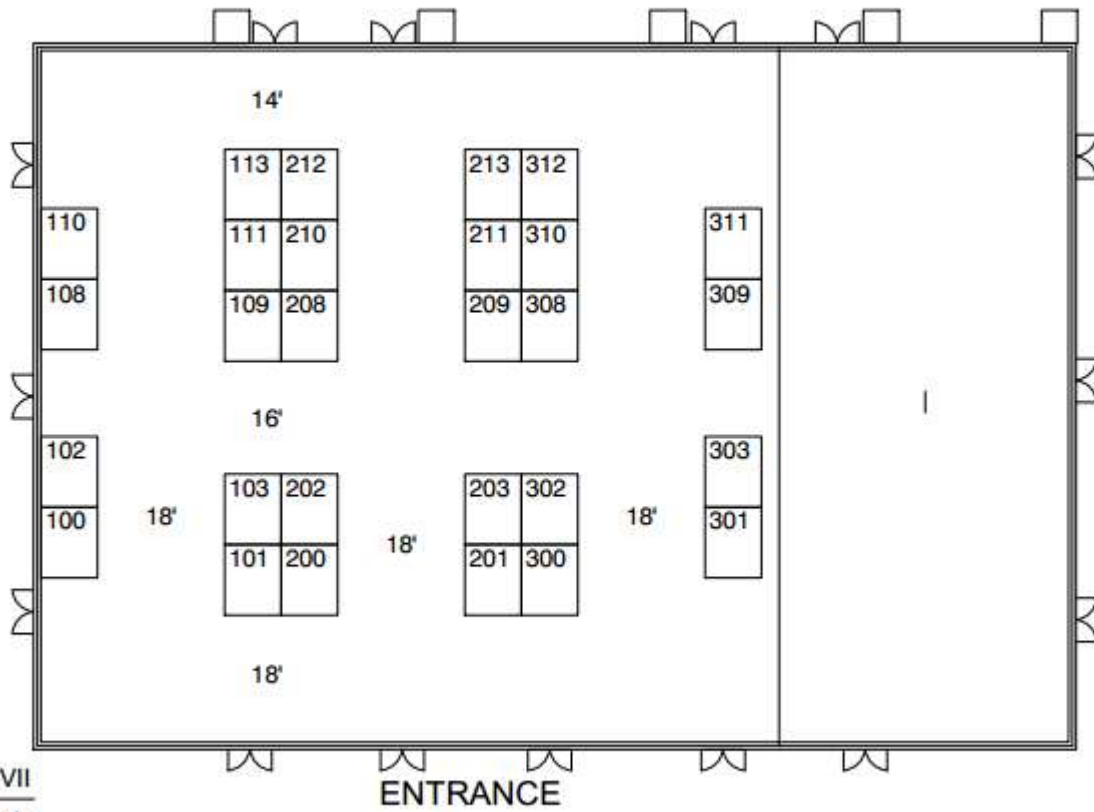
NEW! Tour Sponsor\$1,000 (company featured on redevelopment tour)

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

FRA Awards “Best Book” advertisement.....\$1,000 (just logo - full page color or b/w)

2019 FRA Annual Conference Exhibit Hall Floor Plan

FRA 2019 Annual Conference
October 15 - 17, 2019
Hilton Downtown Tampa, Tampa, Florida



Bayshore II-VII
28-8x10 booths
Ceiling heights 17'
Aisle widths as noted



Rev. 2/11/19



2019 FRA Exhibitor Agreement

Exhibit Dates: October 16-17, 2019 • Hilton Downtown Tampa

FRA • P.O. Box 1757 • Tallahassee, FL 32302 • FAX (850) 222-3806 • hhogarth@flcities.com

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

Exhibiting Contact Information: (where to send confirmations, invoices, exhibitor materials)

Company/Organization: _____
Primary Contact: _____ Title: _____
Email: _____ Phone: _____

Conference Program Information: (PRINT OR TYPE all as it should appear in program/signage)

Company/Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Primary Contact: _____ Phone: _____
Email: _____ Website: _____
Product/Service Description (15-word maximum): _____

Booth Selection: See floor plan on page four. Indicate below the number of booths*.

\$1,200 x * = \$ _____ TOTAL (Add \$50.00 if postmarked after September 2, 2019)

Please tell us what booth location you would like to reserve - booths are assigned at the sole discretion of show management and are based on the date of payment receipt.

1st choice: booth # _____ **2nd choice: booth #** _____ **3rd choice: booth #** _____

Please indicate any competitor(s) - we will try to accommodate you in booth placement

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. A \$50 service charge will be retained for cancellations on any date.*

Authorized Signature: _____
Amount Enclosed: \$ _____
Method of Payment: Check Credit Card

- ▶ Please make checks payable to the Florida Redevelopment Association.
- ▶ 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 Heidi Hogarth to receive instructions to log-on to a secure site to make your payment online.

Send completed form via email to Heidi Hogarth, hhogarth@flcities.com or FAX to her attention at (850) 222-3806.

2019 FRA Sponsorship Agreement
October 16-18, 2019 • Hilton Downtown Tampa

Questions on benefits and other packages? Contact cwestmoreland@flcities.com or 850-701-3608

- ▶ Exhibiting is not required to participate as a sponsor.
- ▶ Deadline is 9/2/19 for sponsorship agreements, and 9/13/19 for name badge order forms.

Sponsorship Contact Information: (where to send confirmations, invoices, sponsorship materials)

Company/Organization: _____
Primary Contact: _____ Title: _____
Contact Email: _____ Phone: _____

Conference Program Information: (PRINT OR TYPE **exactly** as name is to appear in program/signage)

Company/Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Company Contact: _____ Phone: _____
Email: _____ Website: _____
Product/Service Description (15-word max): _____

Package Selection: (refer to page 5 for packages)

_____ Event Sponsor @ \$5,000	_____ Awards (BEST BOOK) Ad @ \$1,150
_____ Gold Sponsor @ \$3,000	* _____ Tour Participation Sponsor @ \$1,000
_____ Silver Sponsor @ \$2,500	_____ Break Sponsor @ \$500

***NEW!** *If you would like to feature your company on one of the conference tours of Tampa Redevelopment Projects, sign up for this Tour Participation Sponsor category. Contact Carol Westmoreland for details at cwestmoreland@flcities.com or 850-701-3608.*

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: booth # _____ 2nd choice: booth # _____ 3rd choice: booth # _____

Number of Booths: _____

Acknowledgement: *I have read and will comply with the rules and regulations in this kit. All sponsorship fees are non-refundable.*

Authorized Signature: _____

Amount Enclosed: \$ _____

Method of Payment: Check Credit Card

- ▶ Please make checks payable to the Florida Redevelopment Association.
- ▶ 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 Heidi Hogarth to receive instructions to log-on to a secure site to make your payment online.

Send completed form to Heidi Hogarth, hhogarth@flcities.com or FAX to her attention at (850) 222-3806.

2019 FRA Name Badge Order Form

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

Hilton Downtown Tampa

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: Two 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.

Please notify hhogarth@flcities.com by September 13, 2019 of any 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: _____

Send completed form to Heidi Hogarth, hhogarth@flcities.com or FAX to her attention at (850) 222-3806.

Exhibitor Information

Schedule

During exhibit hall hours, all food functions (including two lunches and all breaks) are included. In between breaks, exhibitors with badges may attend all conference educational sessions and may participate in the meal functions in the exhibit hall, at no additional charge. We want you to feel like 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

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 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 exhibitor 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.

Door Prizes

It is at the discretion of the individual exhibiting company to conduct raffles/and or provide give-away items. Due to the ethics guidelines for elected officials, FRA recommends that no raffle prize/give-away item be valued at more than \$25.00.

Name Badges

Complete the enclosed name badge order form to list ALL your attendees and return with your exhibit agreement and payment. **Extra individual meal function tickets may be purchased in advance or onsite if available. Contact Heidi Hogarth at hhogarth@flcities.com for extra individual ticket sales.**

Exhibitor Rules and Regulations

1. Contract

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

2. Space Assignment

Booths are assigned at the sole discretion of show management based on the date of payment, with consideration given to prior exhibitors and sponsors.

3. Booth Package Description

Booth packages include 1- 8'x 10' pipe-and-drape booth, 1- 6' draped table, 2 chairs, 1 wastebasket, 1 7"x 44" company identification sign, and 2 exhibitor badges. Total individual exhibit floor space is limited to 8'x 10'. No walls, partitions, signs or decorations may be erected if they interfere with the general view "down the aisle", or with other exhibits. Other amenities (example: electrical) may be bought from the decorator company at the exhibitor's cost.

4. Show Move-In & Move-Out

As an exhibitor, you will not break down the booth until the close of the show at 1:00 p.m. on Thursday. We reserve the right to refuse anyone at future conferences who does not comply. Exhibitor understands that this schedule will be strictly adhered to as a courtesy to other exhibitors and to FRA delegates.

5. 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

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 September 2, 2019 would authorize a refund of the exhibit fee, minus a \$50 administrative fee.

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 without prior written approval.

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 Exhibitor and of Exhibitor only. 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 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 Exhibitor or 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. 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

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 Exhibitor in the conduct or operation of the exposition be damaged, lost or stolen, Exhibitor will promptly pay for the equipment by cash or certified check.

12. Signs & Posters

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

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 directions and instructions presented by official FRA, hotel and show decorator personnel. Violations of these policies may result in the immediate closing and removal of 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 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.