

**THE FLORIDA**  
**REDEVELOPMENT**  
**ASSOCIATION**

**2021 ANNUAL CONFERENCE**



**EXHIBITOR & CORPORATE  
PARTICIPANT INFORMATION KIT**

Luminary Hotel & Co. – Fort Myers, FL

Conference Dates: October 26-29, 2021  
(Exhibit Hall Open: October 27-28, 2021)

# THE FLORIDA REDEVELOPMENT ASSOCIATION

Be a part of the **2021 Florida Redevelopment Association Annual Conference** at the **Luminary Hotel & Co.** in **Fort Myers, FL.** This Exhibitor and Corporate Participant Information Kit contains all the information you need to sign up as an exhibitor and/or corporate participant. Sign up **now!**

See for yourself why becoming an exhibitor and/or corporate participant at the FRA Annual Conference is the right choice for your company or organization.

## WHY PARTICIPATE AT THE FRA ANNUAL CONFERENCE?

- ▶ Network with approximately 300 redevelopment professionals, elected officials and appointed officials who oversee administering redevelopment (economic development) programs in Florida cities and counties, and community redevelopment agencies/CRA's who have separate, dedicated trust funds that can be spent only on redevelopment projects awarded to companies like yours.
- ▶ Obtain one copy of the *Public Sector Project Notebook (Florida)* containing public redevelopment projects planned by FRA members in fiscal year 2021-2022. This book lists what each CRA will spend this year and which projects they are contemplating.
- ▶ Obtain one copy of the *FRA Membership Directory*.
- ▶ Link to your website on the official conference mobile webpage.
- ▶ Receive recognition in the FRA Annual Conference Program with company information, contact, etc.
- ▶ Gain exposure for your company through corporate participation: Platinum, Gold, Silver and Tour.
- ▶ Network! Network! Network!

## PROMOTE AND SHOWCASE

The FRA Annual Conference attracts over 300 redevelopment professionals, elected and appointed officials throughout Florida interested in solutions ranging from:

- ▶ Economic Development and Redevelopment.
- ▶ Fiscal/Financial Consulting.
- ▶ Engineering: Environmental, Planning and Others.
- ▶ Feasibility Studies.
- ▶ General Government Consulting.
- ▶ Government Communications.
- ▶ Infrastructure Financing and Construction.
- ▶ Management Studies/Organizational Structure Analysis.
- ▶ Parks & Recreation: Including After-School Activities.
- ▶ Sustainability.

## EXHIBIT FEES/DETAILS

(Corporate participant fee is additional.)

**Standard Booth – \$1,200.00** (\$1,300.00 after September 10, 2021)

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, four exhibitor name badges, recognition in the conference program, a link to your website on the official conference mobile webpage, pre-conference and post-conference attendee lists with email addresses, a copy of the *FRA Membership Directory* and a copy of the *Public Sector Project Notebook*. Electricity/power is not included in the booth space. Refer to the decorator (GEMS) service manual for the electrical order form.

## CORPORATE PARTICIPANT FEES/DETAILS

(Corporate participation does not include a booth; exhibiting is not required.)

**Platinum – \$4,000.00** (Exhibit booth **not** included)

- ▶ Introduction at one of three listed events: Welcome Keynote/General Session, Welcome Reception, Academy Awards/Graduation Dinner.
- ▶ Recognition on the cover and inside the FRA Annual Conference Program.
- ▶ Logo on conference webpage.
- ▶ Recognition on signage.
- ▶ Link to your website on the official conference mobile webpage.
- ▶ Registration list in advance of the event (including emails).
- ▶ "Best Book" half-page advertisement (7" w x 4" h; press-quality [high-resolution] PDF preferred, JPG, TIFF or PSD acceptable; no web graphics; color preferred).
- ▶ One copy of the *Public Sector Project Notebook (Florida)*.
- ▶ One copy of the *FRA Membership Directory*.
- ▶ One feature article in e-newsletter.
- ▶ Four posts on FRA social media.
- ▶ Two conference registrations.

**Gold – \$2,000.00** (Exhibit booth **not** included)

- ▶ Recognition in the FRA Annual Conference Program.
- ▶ Logo on conference webpage.
- ▶ Recognition on signage.
- ▶ Link to your website on the official conference mobile webpage.
- ▶ Registration list in advance of the event (including emails).
- ▶ "Best Book" quarter-page advertisement (3.25" w x 4" h; press-quality [high-resolution] PDF preferred, JPG, TIFF or PSD acceptable; no web graphics; color preferred).
- ▶ One copy of the *Public Sector Project Notebook (Florida)*.
- ▶ One copy of the *FRA Membership Directory*.
- ▶ One conference registration.

**Silver – \$1,000.00** (Exhibit booth **not** included)

- ▶ Recognition in the FRA Annual Conference Program.
- ▶ Logo on conference webpage.
- ▶ Recognition on signage.
- ▶ Link to your website on the official conference mobile webpage.
- ▶ Registration list in advance of the event (including emails).
- ▶ One copy of the *Public Sector Project Notebook (Florida)*.
- ▶ One copy of the *FRA Membership Directory*.

**Tour – \$1,000.00** (Exhibit booth **not** included)

- ▶ Introduction of tour.
- ▶ Recognition in the FRA Annual Conference Program.
- ▶ Logo on conference webpage.
- ▶ Recognition on signage.
- ▶ Link to your website on the official conference mobile webpage.
- ▶ Registration list in advance of the event (including emails).
- ▶ One copy of the *Public Sector Project Notebook (Florida)*.
- ▶ One copy of the *FRA Membership Directory*.

## EXHIBIT SCHEDULE (subject to minor change)

### Move-In

Tuesday, October 26, 2021.....4:00 p.m. - 6:00 p.m.  
Wednesday, October 27, 2021.....7:30 a.m. - 10:30 a.m.

### Exhibits Open

Wednesday, October 27, 2021.....11:00 a.m. - 7:30 p.m.  
Thursday, October 28, 2021.....7:00 a.m. - 1:00 p.m.

### Move-Out

Thursday, October 28, 2021.....1:00 p.m. - 2:15 p.m.

## EXHIBITOR NAME BADGE INFORMATION

The Exhibitor Name Badge Order Form will be sent one month prior to the conference. Each 8' x 10' booth receives four exhibitor badges. Additional exhibitor badges can be purchased for **\$50.00** each. Badges provide admittance to the exhibit hall and all food functions within the exhibit hall. For entrance to workshops or other conference activities, full conference registration is required.

## HOTEL INFORMATION

The 2021 FRA Annual Conference will be held at the **Luminary Hotel & Co.** in **Fort Myers, FL**. Rooms are available for exhibitors at the special rate of **\$169.00** per night, single or double. **No telephone reservations will be accepted by the hotel at this time.** The hotel reservation link will be sent to you with your booth/corporate participant confirmation. Should you receive ANY calls or emails from anyone other than Heidi Hogarth regarding room rates and availability at the hotel, DO NOT respond. These are scam callers! Only Heidi Hogarth will send the hotel reservation information.

## DEADLINES

September 10, 2021.....\$100.00 rate increase for each 8' x 10' booth  
September 10, 2021.....Receipt of refund request (must be submitted and received in writing by 5:00 p.m.)  
October 5, 2021.....Receipt of Exhibitor Name Badge Order Form

## HOW DO I PURCHASE A BOOTH/ CORPORATE PARTICIPATION?

Complete the Exhibitor/Corporate Participant Agreement on page 5 and return to Heidi Hogarth at [hhogarth@frcities.com](mailto:hhogarth@frcities.com). The booth assignment process is on a first-come, first-served basis. Once the booth assignment/corporate participation is made, you will receive the logon ID, password and link to remit payment for the booth(s)/corporate participation. FRA accepts Visa, Mastercard and American Express. *If payment is not received within 10 days of the notification, the booth(s) will be released.* The hotel information and decorator (GEMS) service manual will be sent in July. The Exhibitor Name Badge Order Form will be sent to you one month prior to the conference.

## QUESTIONS?

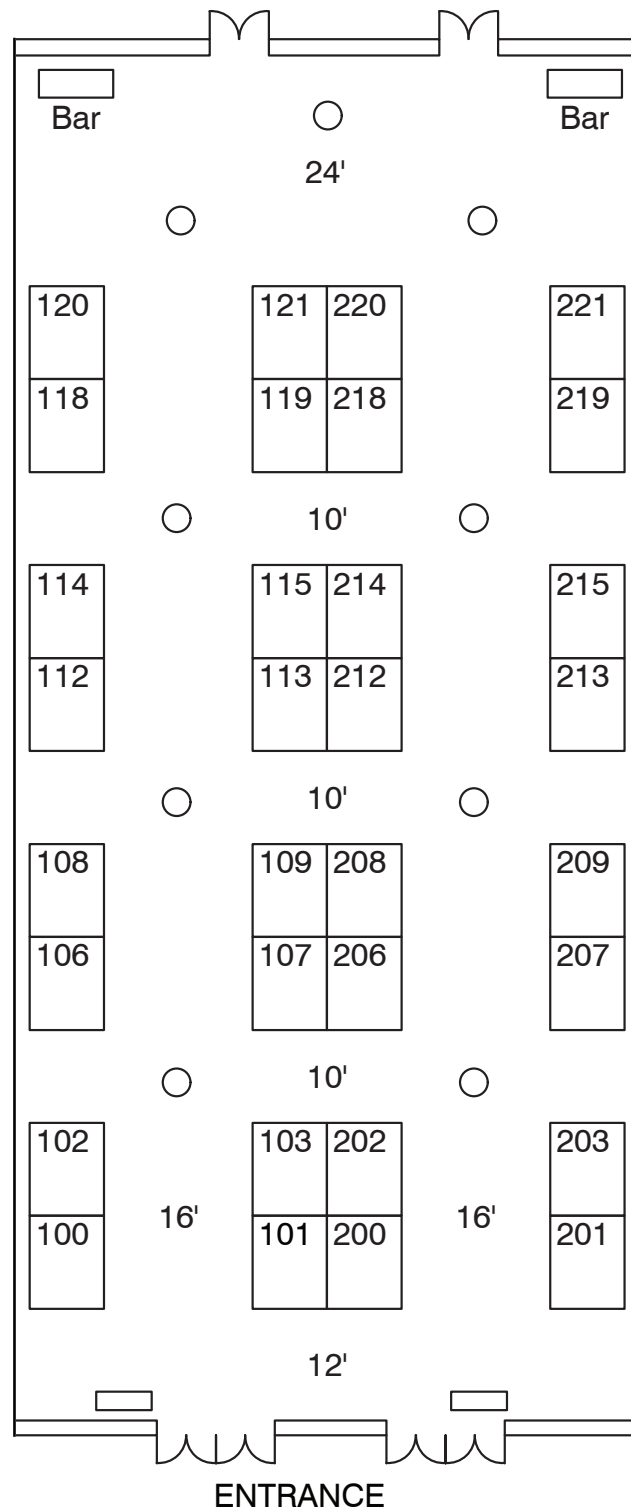
Contact Heidi Hogarth, Meeting Planner, Florida Redevelopment Association/Florida League of Cities, Inc., 850.701.3605; [hhogarth@frcities.com](mailto:hhogarth@frcities.com).

## LOOKING FOR OTHER WAYS TO PARTICIPATE?

Contact **Jan Newton** at [jnewton@frcities.com](mailto:jnewton@frcities.com) about advertising opportunities in the "Best Book." Over 2000 copies are distributed and permanently accessible on our website.

Deadline for submission is **August 10, 2021.**

# EXHIBIT HALL FLOOR PLAN



# 2021 FRA ANNUAL CONFERENCE

## EXHIBITOR/CORPORATE PARTICIPANT AGREEMENT

Conference Dates: October 27-29, 2021 Exhibit Dates: October 27-28, 2021  
Luminary Hotel & Co. – Fort Myers, FL

Return this completed Agreement to Heidi Hogarth at [hhogarth@flcities.com](mailto:hhogarth@flcities.com) to secure booth space/corporate participation. Booths will be assigned at the sole discretion of show management and based on the date of request. This process is on a first-come, first-served basis. The link to pay for the booth space/corporate participation will be sent to you upon assignment of booth(s)/corporate participation.

### EXHIBITOR/CORPORATE PARTICIPANT DEADLINES:

September 10, 2021.....\$100.00 rate increase for each 8' x 10' booth  
September 10, 2021.....Receipt of refund request (must be submitted and received in writing by 5:00 p.m.)  
October 5, 2021.....Receipt of Exhibitor Name Badge Order Form

### EXHIBITOR/CORPORATE PARTICIPANT CONTACT INFORMATION:

(This primary contact will receive ALL exhibitor/corporate participant communications regarding logistics, payment, logos, etc.)

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

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

### CONFERENCE PROGRAM INFORMATION: (This information will be printed in the program.)

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

Company Contact: \_\_\_\_\_ Company Contact Email: \_\_\_\_\_

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

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

### BOOTH SELECTION: (Refer to page 4 for exhibit hall floor plan.)

\_\_\_\_\_ Booth: \$1,200.00 per 8' x 10' booth

First choice: \_\_\_\_\_ Second choice: \_\_\_\_\_ Third choice: \_\_\_\_\_

Please indicate any competitors: \_\_\_\_\_

### CORPORATE PARTICIPANT SELECTION: (Refer to page 2 for corporate participant level details.)

\_\_\_\_\_ Platinum \$4,000.00

\_\_\_\_\_ Gold \$2,000.00

\_\_\_\_\_ Silver \$1,000.00

\_\_\_\_\_ Tour \$1,000.00

**"BEST BOOK" ADVERTISING:** Contact Jan Newton at [jnewton@flcities.com](mailto:jnewton@flcities.com) for details.

**ACKNOWLEDGEMENT:** I have read and will comply with the rules and regulations regarding the Florida Redevelopment Association's 2021 Annual Conference as printed on page 6 of this Exhibitor and Corporate Participant Information Kit. Cancellation of exhibit space must be submitted in writing and received by 5:00 p.m. on September 10, 2021. There will be no refund for "no shows" or cancellations received after 5:00 p.m. on September 10, 2021. The corporate participant fee is non-refundable.

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



# RULES AND REGULATIONS

2021 FRA Annual Conference  
Conference dates: October 27-29, 2021 Exhibit dates: October 27-28, 2021  
Luminary Hotel & Co. – Fort Myers, FL

## 1. AGREEMENT

The following rules and regulations become binding upon the purchase of exhibit space by the applicant and its employees from the Florida Redevelopment Association (FRA), the event sponsor.

## 2. EXHIBIT FLOOR PLAN

Show management reserves the right to revise/modify the exhibit hall floor plan pending the status of COVID-19 and social distancing restrictions. All exhibitors will be notified if changes are made.

## 3. SPACE ASSIGNMENT

Booth locations will be assigned at the sole discretion of show management and will be based on the date of request and payment. Show management reserves the right to adjust booth locations, should the need arise, but not without prior notification to the exhibitor.

## 4. 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, four exhibitor name badges (for all events taking place in the exhibit hall); conference participation is an additional fee), recognition in the conference program, a link to your website on the official conference mobile webpage, pre-conference and post-conference attendee lists with email addresses, a copy of the FRA Membership Directory and a copy of the Public Sector Project Notebook. 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 that will interfere with the general view "down the aisle" or with other exhibits. Additional booth requirements may be requested by the exhibitor from the decorator service provider (GEMS). The exhibitor is solely responsible for all costs incurred. Electricity/power is not included in the booth space. Refer to the decorator (GEMS) service manual for the electrical order form.

## 5. EXHIBITOR MOVE-IN AND MOVE-OUT (subject to minor change)

### Move-In

Tuesday, October 26, 2021.....4:00 p.m. - 6:00 p.m.

Wednesday, October 27, 2021.....7:30 a.m. - 10:30 a.m.

### Move-Out

Thursday, October 28, 2021.....1:00 p.m. - 2:15 p.m.

NOTE: No exhibitors will be allowed to break down their booths until the close of the show at 1:00 p.m. on Thursday, October 28, 2021. 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 registrants.

## 6. EXHIBITOR HOURS (subject to minor change)

Wednesday, October 27, 2021.....11:00 a.m. - 7:30 p.m.

Thursday, October 28, 2021.....7:00 a.m. - 1:00 p.m.

NOTE: The Welcome Luncheon (Tuesday), Welcome Reception (Tuesday), Light Continental Breakfast (Wednesday), Networking Luncheon (Wednesday) and refreshment breaks (Tuesday and Wednesday) will take place during exhibit hours in the exhibit hall.

## 7. 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.

## 8. PAYMENTS AND REFUNDS

The payment for booth space is due upon the reserving of space. Cancellation of booth space must be submitted in writing and received by 5:00 p.m. on September 10, 2021. All cancellations are subject to a \$100.00 cancellation fee. There will be no refund for "no shows" or cancellations received after 5:00 p.m. on September 10, 2021. All refunds will be processed after the conference. The corporate participant fee is non-refundable.

## 9. EXHIBITOR BADGE ACCESS

The exhibitor badge will be valid only for access to the exhibit hall. This includes move-in times, actual exhibit hall hours and move-out times. This badge does not give access to sessions and other events taking place on behalf of FRA. Any exhibitor interested in attending any non-exhibit hall events/sessions must purchase an FRA Annual Conference registration.

## 10. 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.

## 11. NOISY AND 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. The exhibitor understands that no music of any type is allowed during exhibit hall hours (this includes music in video, slide or other presentations or features).

## 12. SECURITY AND LIABILITY

FRA will provide basic security measures from 4:00 p.m. on Tuesday, October 26, 2021, through 2:15 p.m. on Thursday, October 28, 2021. 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 of 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.

## 13. 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.

## 14. SIGNS AND 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.

## 15. 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.

## 16. ELIGIBLE EXHIBITS AND RESTRICTIONS

FRA reserves the right to accept or reject without reason any exhibit booth purchased.

## 17. EXHIBIT FLOOR ACCESS

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

## 18. USE OF BOOTH SPACE

Exhibitors shall reflect their companies' 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.

## 19. 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 the FRA.

## 20. DOOR PRIZES

The FRA will not be conducting a Door Prize Program in the exhibit hall. It is at the discretion of the individual exhibiting company to conduct raffles and/or provide give-away items in the individual booth(s).