

Please Fax This Sheet Back by February 26, 2010

Cover page to finalize booth location and set up needs:

Company Name: _____ **Booth #(s)** _____

Address: _____

Phone #: _____

Please confirm information furnished on your agreement form

Electricity _____ (_____ AMPS) Electricity _____

High Speed Internet line _____ **OR** High Speed Wireless _____ or Phone Line

#115 (20 amps) is standard, other electrical needs must be requested and approved in advance. Electricity is close to all booths. However, you should bring your own extension cord(s).

Indicate number needed or none if none is needed and fax back:

Table _____ Chairs _____ Exhibitor badges needed _____

****Special Needs (i.e. fork lift)** _____

This form indicates the way your booth will be set up, please verify info and fax back to Melissa Levin: 352-338-3125 by February 26, 2010.

Home Show General

FOR YOU TO KEEP

Information:

No Helium balloons are allowed inside the O'Connell Center . The use of yard signs is prohibited by law on the University of Florida Campus. These signs will be removed and disposed of by O'Connell center staff.

Admission - General Public

\$4 per person, under 16 years of age admitted free, FREE PARKING
The free tickets included in the cost of the show can be picked up at the check-in table on March 12th or mailed. Please indicate the manner in which you would prefer to receive them. Exhibitors may purchase Home Show tickets in advance at a discounted rate of \$3/each at the Builders Association, 2217 NW 66th Ct.(8a.m.-4:30p.m.), (352) 372-2649.

Vendor Badges

Exhibitors will receive badges that are valid for both days of the show. All badges can be picked up and returned to The Gainesville Sun Information booth at the Gate 1, upper level. Badges are limited to **booth personnel only** and will require a business card or another form of company identification to be picked up.

Show Hours

Saturday, March 13, 10:00 a.m. - 5:00 p.m., Sunday March 14, 10:00 a.m. - 5:00 p.m.
The O'Connell Center opens to exhibitors on Saturday and Sunday at 9:00 a.m. to put final touches on displays.

ALL BOOTHS MUST BE READY BY 9:45 A.M. ON SATURDAY.

Move-in & Move-Out

Move-In: Exhibitors may set up on Friday, March 12th from 8:30 a.m. to 6 p.m. Exhibitors should check in before setting up to obtain parking and booth information. If you have large items please contact Melissa Levin, 352-337-0382 in advance. ***Large items such as vehicles*, pools, buildings, spas, billiard tables, etc. requiring special equipment such as forklifts should utilize the loading dock at Gate 4, entering the exhibit on the lower level.*** Large items should be moved in early Friday March 12th. Carts are available at Gate 1 and Gate 4 for loading and unloading.

Note: If a forklift is needed **prior arrangements must be made.** Large displays such as slabs of Granite will be on the lower level this year to prevent possible mishaps.

***Vehicles on display should have ¼ tank of gas or less.**

***Gas cap secured.**

***Material under all 4 wheels to ensure stability & cleanliness.**

Move-Out: This will take place on Sunday March 14th from 5:05 p.m. until 9 p.m. Security will **not allow** you to begin moving out before 5:05 p.m. All exhibits must be totally removed by 9 p.m. Sunday March 14th. **NO PART OF THE DISPLAY CAN BE MOVED BEFORE THE DOORS CLOSE ON SUNDAY AT 5:00 PM. DOING SO CAN JEOPARDIZE PARTICIPATION IN FUTURE SHOWS.**

Exhibitor Parking

The parking garage, between Gate 1 and 4 at the O'Connell Center is available for **exhibitor parking**. Additional exhibitor parking will be available in the main lot, inquire at the information booth or look for signs, do not park in tow away or handicap spots. **PARKING COMPANY VEHICLES ALONG UNIVERSITY AVE AND GALE LEMERAND RD AS WELL AS THE ENTRANCES TO THE PARKING AREA IS NOT PERMITTED. THIS PARKING IS FOR SHOW ATTENDEES.**

Exhibitor Lounge

A resting and eating area is open for exhibitors on the lower level near Gate 4, look for signs. Some beverages and light snacks will be provided. Supplies will be limited. **EXHIBITORS NEED A BADGE TO ACCESS THE EXHIBITOR LOUNGE.** Other concessions are available inside the O'Connell Center. *Smoking is **not allowed** in the building.*

Management & Staff

The Gainesville Sun and the Builders Association will have staff on site to answer questions and assist with customer service. The O'Connell Center staff will also be on hand for assistance.

Security

The O'Connell Center provides security Friday evening March 12th, from 8 p.m. to 10 a.m. Saturday and from 6 p.m. Saturday until 11 a.m. Sunday. Exhibitors are responsible for their exhibits during show hours. The loss of product from display occurs mostly during move-out, so **please help us to maintain security**. It is our suggestion that you have someone at your booth throughout the show and during move-out to maintain security of your merchandise.

Sound Control

Loud speakers, radios, TV sets, or the operation of any machinery or equipment of sufficient volume to be annoying to the neighboring exhibitors is **not permitted**. Public address systems are limited to **one announcement** regarding a prize or giveaway per day.

Distribution of Literature and Souvenirs

Printed advertising, souvenirs, etc. may be distributed by exhibitors from their own booth space only. Soliciting of other vendors is not permitted during show times.

Any souvenir or advertising that is of any objectionable or undignified character will not be permitted. Souvenirs should not be of a noise-making variety. All such items are subject to the approval of the Home Show Committee. A list of vendors will not be available prior to the beginning day of the show.

Food Samples

Food samples need to be sample size and **pre-approved by the O'Connell Center** prior to the show. This includes everything and anything from mini-burgers to even small candy dishes. **All food no matter the size MUST be pre-approved!**

Drawings for Free Prizes

Exhibitors may offer drawings for door or promotional prizes in their individual booths. Each exhibitor must provide his own registration slips. **Only one** announcement per day, per exhibitor can be made over the public address system. Prize announcements slips will be provided at the information booth. Exhibitors interested in offering a grand prize contact Melissa Levin at 352-337-0382 for additional promotional opportunities.

Booth Assignments

The Home Show Committee reserves the right to change or alter space assignments, floor plans and the show conditions without notice and at their sole discretion for the best interests of the show. Booths are 10' X 10' with a maximum display height of 13' for displays. **Any structure exceeding 13' needs prior to approval.** Management reserves the right to move items exceeding the purchased booth space.

Map and directions for Home Show location and arena

The Stephen C. O'Connell Center is located on the northwest corner of Stadium Road and Gale Lemerand Drive (old North-South Drive). The phone number is (352) 392-5500.

From I-75: Take I-75 to exit 387, Newberry Road. When you get off the ramp go east for five miles; eventually Newberry Road becomes University Avenue (Note: You should pass the Oaks Mall on your right shortly after traveling on Newberry Road). Continue traveling east on University Ave. At the intersection of University Avenue and Gale Lemerand Drive, take a right. Building is the white dome on the right.

--OR--

By Highway 441: Take 441 North (also called SW 13th St) to W. University Avenue and make a left. Travel West to Gale Lemarand Drive. Make a left. Building is the white dome on the right.

From Tallahassee: Take I-10 heading east towards Lake City until it meets I-75. Take I 75 south, then follow the "**I-75**" directions.

From Jacksonville: Take I-95 south, towards Jacksonville, to I-295, Exit onto I-10 (Note: If you miss the I-295 exit, follow I-95 to where it intersects with I-10). Take I-10 West (towards Tallahassee) to I-75 south. Then follow the "**I-75**" directions.

--OR--

Take I-10 only as far as US 301 (it will be one of the early exits) at Baldwin. Head south on 301 to Waldo. At Waldo, take a right onto SR24 West to East University Ave and follow through Gainesville. East University will turn into West University at North Main Street. Follow University Avenue West until you reach Gale Lemarand Drive and make a right. Building is the white dome on the right.

SEE ATTACHED MAP FOR PARKING INFORMATION

Tips & Tricks to help make the Home Show a big success for you

NOTE: There will be *special* giveaways for the **best** and most **creative** small, medium and large booths presented at the Home Show!! So, give your all out there on the floor!!

1. Recent research confirms that the profitability from a tradeshow is more dependent on quality salespeople than location. Most attendees walk up and down every aisle looking for the products that they desire. Have your booth constantly staffed with knowledgeable salespeople.
2. If at all possible, demonstrate your product. A live demonstration is best, but a video or other type of presentation can also be effective.
3. Remember all of you have is 30 seconds to catch their eye. It is important for them to immediately know what you are selling. Make it easy for people to see what your product is. Have the name of your business in large letters and easily visible. Include your unique selling proposition. This is the reason why people should buy from you. If they have to guess they will quickly move on.
4. Be sure to promote your participation in the Home Show. Add a tag line to all of your advertising leading up to the show. Hire a celebrity to be at your booth. Mail personal invitations to your customers. Provide complimentary passes to your customers. Exhibitors may purchase Home Show tickets in advance at a discount rate of \$3.00 each at the Gainesville Sun or at the Builders Association of North Central Florida.
5. Be sure to have business cards for everyone at your booth.
6. Be sure to ask for business cards from everyone visiting your booth or have a Registration form for a drawing for a free prize. Ask about announcements at the show. If your prize is something of value, promote the prize in advance of the show.
7. Offer special pricing at the Home Show to entice people to make an immediate buying decision.
8. Show your product well so visitors will remember you when making future buying decisions. Best booths have dynamic and memorable displays staffed by friendly knowledgeable people.

If you have any additional questions please contact Melissa Levin at The Gainesville Sun 352-337-0382 or Margie Krpan at the Home Builders Association 352-372-5649.