

Tallahassee Builders Association

HOME & GARDEN SHOW 2017

Supporting



**THRIVENT
FINANCIAL®**

Connecting faith & finances for good.®



**THE CENTRE
OF TALLAHASSEE**

Sept 30 – Oct 1

Exhibit at the 2017 Tallahassee Builders Association Home & Garden Show

It's always the right move to get your product or service in front of our local community and construction industry professionals.

And that's what you'll get at the First Annual Home & Garden Show... to be held this Fall at the Centre of Tallahassee.

**Reserve your space today by calling Lynne Edwards or
Linn Glass at the office at 850.385.1414.**

Why Exhibit at the TBA Home & Garden Show?

Your decision to exhibit at the Home & Garden Show puts you face-to-face with the most active construction professionals and our community members in a four county area plus South Georgia, with attendees looking for the latest in:

- New home construction
- Remodeling
- Landscaping
- Architecture
- Interior Design
- Real Estate Financing
- Sales and Marketing
- Lighting
- Kitchen and Bath Designs



Don't Miss this Premier Show....Reserve your Space Today.

KEY FACTS:

90 percent of Home Show Visitors attend the show to select products and services.

77 percent of Home Show Visitors use these shows to make product-service decisions and 50 percent make their decision AT THE SHOW!

**Face-To Face Selling
Is the most effective way to build customer loyalty and
boost sales**

Average Time Spent on the Show Floor



**Join This Group of Outstanding Companies
Who Know That the Home & Garden Show is 'The Right Move'**

FIVE Great Promotional Opportunities To Build Booth Traffic and Business



Here are the “Top Five” ways you can maximize your exposure before, during, and after the September 30th and October 1st show at the Centre of Tallahassee.

1. **Become a Sponsor.** Associating your name with one or more of the event’s programs sets you apart from the competition and brands your product or service in the eyes of your target audience. Opportunities range from the prestigious VIP Pre-Show Reception to Sponsoring a guest HGTV Star for our Stage Presentations to the Overall H&G Television Sponsor.
2. **Advertise in Better Living Guide magazine.** The official publication of the features the Show edition read by the 7,500 members of the community and our association members and will have an additional distribution in Home and Land.
3. **Sign up for the Virtual Trade Show to be designed into a new website.** For an additional nominal fee, you can provide prospective customers with an online tour of your product or service. This tool builds booth traffic and facilitates post-show follow-up with clients and prospects.
4. **Donate a prize to be given away.** No matter how large or small, a donated prize brings attention to your company. Prizes will be used for pre-Show promotions and during the Home and Garden Show.
5. Provide your clients and prospects **FREE passes** to visit the Home and Garden show. Tickets to attend the event are \$5 per person or family packs for up to six people for \$20. Exhibitors will receive 10 free passes for 10 x 10 booth.



Home & Garden Show Hours

Friday, September 29, VIP Reception 6 pm – 8 pm
Saturday, September 30 Expo Open 10 am – 7 pm
Sunday, October 1 Expo Open 11 am – 5 pm

BOOTH SIZES & RATES

* All booths are 10' X 10' or multiple increments of 10' X 10'

* Exhibit fees are as follows: members \$450 per 10 x 10; Non Members \$550; After August 20th the rate increases \$100 per booth.

* A 50 percent deposit is required to reserve space until July 20. Full payment required after July 20.

Premium Booths located in Arena Area are in A/C Space and run \$750 per 10 x 10

WHAT'S INCLUDED IN THE COST OF YOUR BOOTH?

- 10' High back-wall and 3' high sidewalls (except island booths)
- Pipe and drape (except island booths)
- Complimentary Listing in the Better Living Guide Magazine (Official Show Magazine)
- Facebook, Twitter and Instagram Posts
- Website Promotion on TallyBa.com
- Four complimentary name badges for each 10 X 10 booth purchased (additional Badges may be purchased for \$5.00 each))
- Free listing in the Better Living Guide Exhibitor Section
- 10 Free VIP exhibit hall passes per 10 x 10 booth available for your customers
- Janitorial service for aisles
- 24-hour general security

The Tallahassee Builders Association is a member service organization representing 300 corporate members in Leon, Wakulla, Jefferson and Gadsden Counties.

HOW TO SECURE EXHIBIT SPACE

You can visit www.tallyba.com homepage for an updated floorplan. It is very important you call or send in this form with your booth selection(s) as soon as possible so reservations can be made immediately. Please note that all shaded booths are reserved. Move in Date: Thursday – Large Booths only / Friday 8 am All Booths. Must be set 5 for VIP Reception.

Call us at 1-850-385-1414 or email info@tallyba.com.

Executive Officer: Lynne Edwards, 850-385-1414 or <mailto:lynne.edwards@tallyba.com>

Exhibit /Member Coordinator: Linn Glass, 850-385-1414 or linn.glass@tallyba.com

Return contracts to:

Office

Fax (850) 329-7013

Or...

P.O. Box 12723

Tallahassee, FL 32317

E-mail: info@tallyba.com



EXHIBIT SPACE APPLICATION / CONTRACT

Company Name as it should appear in promotion and print: _____

Show Contact (receives all show information and service kit)

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone () _____ Ext. _____ Fax () _____

E-Mail _____ Website _____

Products and or services displayed at the Home and Garden Show:

Exhibit Space – Once application has been received in the office, we will call to verify that your booth selection is still available. If you selected your booth space online, please list your top 3 choices for a space noting your 1st Choice. TBA reserves the right to change the floor plan without notice, to provide a more satisfactory, successful tradeshow.
 1st Choice _____ 2nd _____ 3rd _____ 4th _____ 5th _____

(If none of your booth choices are available, will contact the person listed above prior to assignment.)

Deposit/Payment Terms: Booth space is \$450.00 Per TBA member/\$550 For Non-Members. Premium \$750 per 10 x 10 Booth space is not considered reserved until your deposit is received with contract. Please note that by sending a deposit without the signed TBA contract is considered a binding agreement. Rates go up \$100 per 10 x 10 after August 20, 2017.

Cancellations: Cancellation notice must be in writing to TBA and received **prior to August 20, 2017**. TBA will then return all contracted fees less the booth deposit of 50 percent per booth.

Upon acceptance of this contract by the **Tallahassee Builders Association**, we have read and agree to abide by the Exhibit Rules & Regulations for this exhibition, (see www.tallyba.com) which are made a part of this contract. This becomes a binding contract upon issuance of the confirmation and invoice. Any litigation arising from this agreement shall be brought in Leon County, Florida.

Authorized By _____
 Name Title Date

Accepted by the TBA _____ Date _____

Mail or Fax to: **TBA PO Box 12723, Tallahassee, Florida 32317 PHONE: 1-850-385-1414 FAX: 850-329-7013**
The TBA Home and Garden Show will be September 30th and October 1 – Don't Miss – Select your Booth Today!

SPONSORSHIPS

Title Sponsor

Let the attendees know about your presence and support of the industry and our beneficiary charities by putting our logo front and center! EXCLUSIVE SPONSORSHIP
\$5000

Sponsor Props

These 11 x 8 Double-sided Props highlight your product or services and your booth location
Several Locations Available!
\$2500



Friday Night VIP Reception

Celebrate the First Annual Home and Garden Show by sponsoring the VIP Friday Reception - A Private Party for Media, Community Leaders, TBA Board of Directors and Exhibitors - Product Sampling included at guests seating.
\$3500

LCD Network

The LCD Network offers two major screen points on the Pavilion Show Floor - Run a 30-second commercial - one per day. Sponsorship includes two spots.

\$750

Banner Digital Runner - Runs 6-8 times daily - \$2000



Basic Sponsorships

Show your support with a basic sponsorship starting as low as \$250. Contact the TBA for more information. Each Sponsor Package includes a logo presentation on our signage at the event.

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