

New Venue + More Booths = More Realtors!



2008 REALTOR®/BUILDER EXPO
Thursday, July 24, 2008
9:00 a.m. – 1:00 p.m.
Florida State Fairgrounds
4800 U.S. Highway 301 N., Tampa



Dear Builder/Developer,

Join us for the 2008 Realtor®/Builder Expo! The Expo is a joint partnership between the Tampa Bay Builders Association's (TBBA) Sales & Marketing Council and the Greater Tampa Association of Realtors®, Inc. (GTAR). Don't miss this exciting opportunity to participate in this dynamic venture that will provide your company with a chance to increase Realtor® awareness of your products and services and also present to area Realtors what you have to offer new home buyers! Realtors attend the Expo to learn about the products and services offered to new home buyers and builders exhibit.

TRAFFIC

Over 2,000 attendees were at last year's Expo and marketing will be increased this year so that invitations will be sent to Realtors from Hillsborough, Pasco, Pinellas, Hernando and Polk counties!

MARKETING & PROMOTION

The Expo will provide you with an opportunity for prominent advertising and marketing of your company. Use this event to increase Realtor® awareness of your product and ultimately increase your leads, sales & profits!

ADVERTISING

Your company will be featured as an Expo exhibitor in GTAR's *Realtor® News* and in TBBA's *Building Barometer* newspaper, as well as in the official Exhibitor Directory!

Please note: The deadline for submitting your Participation Agreement Form with payment is Friday, July 11, 2008. Space is limited, so please register as soon as possible!

The Special Events Center at the Florida State Fairgrounds will accommodate up to 100 booths and your booth location will be ASSIGNED FOR YOU once the entry forms and payment are received. Please note: Premium booth locations are available for \$100, although all booths will receive great traffic. Electricity is also available and is facilitated and paid for directly through Suncoast Convention Services. Please complete the Electrical Service Order Form.

Major Sponsors include: Bright House Networks, First American Title, St. Petersburg Times and The ADI Group. Sponsorships are still available! Contact acanfield@tbba.net for details!

**REALTOR®/BUILDER EXPO ENTRY INFORMATION
DEADLINE FOR ENTRIES: FRIDAY, JULY 11, 2008**

Date of Show: Thursday, July 24th, 2008, 9:00 a.m. – 1:00 p.m.

Set-up: Wednesday, July 23rd, 10:00 a.m. – 5:00 p.m.

Tear Down: Thursday, July 24th, 1:15 p.m. to 3:00 p.m.

Booth Cost-

TBBA Member: \$550 per booth

Non-Member: \$700 per booth

Single – Double – Triple – AVAILABLE

*Electricity is available for an additional fee. Please complete the Electrical Service Order Form

Included in the price:

- 8' x 10' wide booth, 2 chairs (exhibitors should stay in their own booths for traffic and safety issues);
- Pipe and drape;
- Professional 6' skirted table top;
- Passes for (5) staff members – over 5 you MUST purchase tickets at \$5 each prior to event day or \$7 on the event day; and
- FREE parking.

Door prizes may be promoted by exhibitors in their designated area only. Exhibitors are solely responsible for providing prizes drawn at their booth. There will be a P.A. system available for the Expo Committee to announce the winner of door prizes donated through TBBA only. Please note that neither the Florida State Fairgrounds nor TBBA/GTAR are responsible for valuables left unattended at your booth. The venue locks the doors after exhibitors have set-up on July 23rd and has general security, but not specific security for the show floor.

Rules for the Realtor®/Builder Expo:

- Written approval must be received from Boston Culinary Group (FL State Fairgrounds' exclusive caterer) prior to food/beverages being distributed from your booth. This policy is strictly enforced and requests can be directed to Boston Culinary Group at (813) 626-5600;
- No music or P.A. systems in the booth; and
- Builder/Developer subsidiaries are not permitted.

EXHIBITOR DIRECTORY: If you would like your company information included in the directory, please provide the following information:

****All submissions must be legible. Please print.****

BUILDER/DEVELOPER: _____

PHONE: (_____) _____ **WEB ADDRESS:** _____

**2008 REALTOR®/BUILDER EXPO
EXHIBITOR PARTICIPATION AGREEMENT FORM**

May this serve as an agreement with the Tampa Bay Builders Association (TBBA) that we wish to participate in the 2008 Realtor®/Builder Expo at the Florida State Fairgrounds on Thursday, July 24, 2008 from 9:00 a.m.-1:00 p.m.

We understand that the cost is \$550 per booth for members of the TBBA and \$700 per booth for non-members. In consideration of this amount, TBBA will be providing one space with a 6' table to display our product/collateral materials and signage. We further understand and agree that the Florida State Fairgrounds pricing is based on tabletop area and that if we exceed the confines of our designated area (which is defined as one foot on either side of our table) we agree to pay for the additional space. Additional space used will be billed at \$60 for each foot beyond our designated area. Additionally, all tabletop easel renderings must stay within the confines of our designated area.

If I fail to show-up on event day and my booth is left unattended, I will automatically be billed a "no-show" fee of \$200.

We further understand that (5) of our representatives will be entitled to complimentary admission tickets (Tickets will be mailed at a later date.). We also understand that we will be allowed to provide our own door prize(s), but that TBBA is not responsible for said prize(s) or distribution.

Exhibitor Parking: Please enter through the Orient road gate and security will direct you to the Special Events Center.

Food/Beverages: No outside food or beverages may be brought on premises by anyone unless previously authorized through Boston Culinary Group. This policy is strictly enforced and requests can be directed to Boston Culinary Group at: (813) 626-5600.

Electricity: Exhibitors may order this service separately by completing the Electrical Service Order Form. Please fax it directly to the Florida State Fair Authority at (813) 740-3504.

Carpeting: If you would like to purchase carpeting for your booth for an additional fee, please contact Suncoast Convention Services (Mr. JC Valenti) at (813) 628-8301.

BUILDER/DEVELOPER: _____ CONTACT: _____

E-MAIL (**required**): _____ PHONE: _____

FAX: _____ ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

FINAL DEADLINE FOR ENTRIES: FRIDAY, JULY 11, 2008

1. _____ TOTAL NUMBER OF BOOTHS *Pipe and drape will be black.
2. _____ PREMIUM SPACE UPGRADE (\$100) *Corner Booths
3. _____ TOTAL AMOUNT DUE (\$550/PER BOOTH, \$700/PER BOOTH NON-MEMBERS)

*** INVOICING IS AN ADDITIONAL \$10 AND NO SHOWS WILL BE BILLED \$200**

PAYMENT INFORMATION: VISA/MC/AMEX (*please circle*) OR mail a check to TBBA:

Name on card: _____ Signature: _____
Card No.: _____ Sec. Code: _____ Exp.: _____

Please send the Participation Form to: Tampa Bay Builders Association
2918 West Kennedy Blvd., Suite 201, Tampa, Fl 33609
Phone: (813) 873-1000, ext. 414/Fax: (813) 874-1000/acanfield@tbba.net