



Trade Show & Hospitality Expo

Tuesday August 23rd, 2016

11:30am – 6:30pm

Key West Marriott Beachside Hotel

The Perfect Venue to:

*Expand your existing clientele ~ Expand to the Florida Keys market ~ Develop new relationships
Introduce new products and services ~ Gain new business before the season starts*

About the Show:

The Lodging Association Annual Trade Show & Hospitality Expo is the only comprehensive hospitality industry event devoted to the Florida Keys. This show will provide you with the perfect venue to demonstrate your products and services for the restaurant and hospitality industry. Exhibitors have the opportunity to promote new ideas, products and services to meet the changing needs of local business owners who are often unable to travel to large trade shows on the mainland. The show is produced and managed by the Lodging Association of the Florida Keys and Key West.

Past Shows have been a tremendous success!

Exhibitor Categories:

Advertising & Marketing / Alarms / Appliances / Banking & Finance / Bar Equip. / Beverages (Alcoholic and Non-Alcoholic) / Cleaning Supplies & Equip. / Computers / Cooking Equip. / Copy Machines / Employment Solutions & Training / Food Products / Furniture / 'Green Friendly' / Insurance / Kitchen Equip. / Laundry / Linen Supply / Menus & Accessories / Office Forms / Pest Control / P.O.S. Systems / Security / Sundries / Table Top Items / Uniforms / Ventilation Equip. & Systems / Waste Solutions / Wedding Supplies and many more.....

Attendee Profile:

- Owners, General Managers, Department Directors, and Executive Staff of Hotels, Motels, Inns Guesthouses, and B&B's
- Owners, Managers & Chefs of Dining Establishments, Bakeries, Coffee Shops, Bars & Nightclubs.
- Caterers and Private Chefs
- Hospitals, Schools, and Municipalities
- Affiliated businesses such as Attractions, Banks, Retail, *plus* many more!

Florida Keys Demographics:

The Florida Keys is a chain of islands south of mainland Florida. The Keys stretch about 150 miles long and have a population of about 80,000 residents and 4.3 million yearly visitors. Tourism is our primary industry. Did you know? That in the Florida Keys there are:

- 247 Hotels, Motels & Condo Resorts
- 288 B&B's, Guesthouses & Inns
- 21 RV Parks & Campgrounds
- 2,771 Vacation Rental Properties

Equaling over 16,000 transient units!

Plus: More than 500 Bars & Restaurants!

Please contact us for special lodging rates available to our out of town exhibitors.

Show Information

Show Specifics:

Date: Tuesday August 23rd, 2016

Time: 11:30am – 6:30pm

Location: Key West Marriott Beachside Hotel, Flagler Ballroom, Key West, Florida

- Lunch will be served in the upstairs from 12:00 – 2:00 pm for vendors and attendees
- Mixer will begin at 4:30pm – 6:30pm for vendors and attendees
- Your registration **includes** lunch & mixer for **2** people. If you need additional lunches they must be purchased prior to the show from office (305)296-4959.

Booth Description & Sizes:

Each Booth includes skirted table(s) to fit width of booth and 2 chairs.

All Booths are 6' deep; Booth Widths are available in 6', 8', 16', 24', and 32'.

Premium placement is available on a limited, first come first serve basis. There is an extra charge for this.

Extras:

- Extra Tables and chairs are available for an additional charge.
- Electricity is also available at an additional charge.
- All exhibitors and a brief description of their offerings will be listed on the back of the show map.
- Internet access is available through Wi-Fi.
- A/V & Equipment Rentals are available through 3rd party vendors. A list is available by request.

Booth Restrictions & Limitations:

Only 1 business allowed per booth.

Booth exhibits must be confined within your booth space and not interfere with the spaces of other exhibitors. Aisles may not be obstructed at any time.

No signage, banners, etc. may be attached to walls. Free standing and tabletop displays are encouraged.

Number of booth personnel allowed per booth will be determined by your booth size.

Final booth placement decisions will rest with the Trade Show Management.

Move in & Move Out:

- ALL exhibitors must use the parking garage entrance and elevators within the parking garage. Exhibitors **MAY NOT** utilize hotel main entrance for set-up.
- Set up time is available at 8:00am in the morning on Tuesday, August 23rd.
- All booths must be set up and ready by 11:00am.
- Booths cannot be dismantled until close of show at 6:30pm.
- Ballroom must be cleared of exhibitors and booth displays immediately following close of show.
- If you need to ship something to the venue please contact the office for instructions (305) 296-4959.

Pre-Show Advertising & Sponsorships:

- Ads for the show will be placed in local papers and run on local radio stations.
- A listing of each exhibitor will appear on the Trade Show website.
- Sponsorships are available throughout the show such as having your name or logo on the front of the show map, show bags, additional pre-show advertising, etc.
- Door prizes: business cards and attendee information will be collected at the registration desk. This list will be distributed to the exhibitors who have contributed prizes.

Registration:

- **All applications are accepted on a 1st come / 1st serve basis (we sell out every year – don't wait!)**
- **Applications are not finalized until payment is received in full.**

Registration Form – Lodging Association Annual Trade Show / Hospitality Expo – August 23rd, 2016

*Please list information as you would like it to appear on the Trade Show Map.

Company Name: _____ (Billing Name if Diff.): _____

Business Address: _____ City: _____ State: _____ Zip: _____

Main Phone: _____ Website: _____ Info Email: _____

(Billing Address if Diff.): _____

Registration Contact: _____ Phone: _____ Email: _____

Day of Show Contact: _____ Cell: _____ Email: _____

Exhibitor Name Badges Needed: _____ / _____ / _____ / _____

Booth Sizes & Pricing:	Member:	Non-Member: *	Non-Profit:	Premium:	Sub Total:
6' x 6'	___ \$525	___ \$625	___ \$425	___ Add \$100	_____
6' x 8'	___ \$625	___ \$725	___ \$525	___ Add \$100	_____
6' x 16'	___ \$925	___ \$1025	N/A	___ Add \$100	_____
6' x 24'	___ \$1350	___ \$1450	N/A	___ Add \$100	_____
6' x 32'	___ \$1750	___ \$1850	N/A	___ Add \$100	_____
Electric Hookup	___ \$40	___ \$40 (specify use _____)			_____
Extra Table(s)	___ \$30 ea.	___ \$30 ea (specify table width ___ 18" or ___ 30")		X _____	_____

Advertising, Sponsorship & Membership Opportunities:

___ \$250 Associate Membership * (saves you \$100 on your booth price!) _____

___ \$50 Ad Blast (single email sent out to our contact list featuring your production ready digital art) _____

___ \$200 Ad Blast Package of 5 (5 emails sent out to our contact list featuring your production ready digital art) _____

___ \$300 Bag Sponsor (includes the ability to provide your bag with logo to be given out to all attendees
plus your logo on all event email marketing) _____

___ \$400 Silver Sponsorship (Includes your logo on all event email marketing plus 1 Ad Blast) _____

___ \$600 Gold Sponsorship (only 1 Available) (includes your logo on the front of the Trade Show Map,
logo on all event email marketing materials, logo on the Trade Show Website, plus 1 Ad Blast) _____

___ Door Prize Donation (business cards / attendee information will be collected at the door,
This list will be distributed to exhibitors who have contributed prizes upon request.) _____

Please specify the prize you will be contributing: _____

Total Due: _____

Payment Options:

___ Check made payable to the Lodging Association ___ Credit Card (credit card authorization form attached)

***Please fax or email form immediately to the Association to reserve your space!**

By signing below, the Exhibitor enters into a contract with The Lodging Association of the Florida Keys and Key West agreeing to payment in full and the following:
To exhibit in the space allocated. The space may be used only by the party whose name appears on this form. All payments must be received prior to show date; no refunds will be issued for cancellation/no show after Aug. 1st. The undersigned hereby assumes all responsibility and liability for losses, damage and claims arising out of injury and/or damage to exhibitors display, equipment and other property brought upon the premises of the Key West Marriott Beachside Hotel as a result of participation in the Show. The exhibitor agrees to indemnify, defend, protect and hold harmless the Key West Marriott Beachside Hotel. The Lodging Association, their agents, member officers, employees and representatives for personal injury, damages or property loss of any nature suffered during the operation of this event, which may otherwise occur, by reason of use of booth space leased hereunder. I/we agree to have our exhibit in place for public viewing between the hours of 11:30am and 6:30pm on August 23rd, 2016. **I certify that I have read and understand the above.**

Signature: _____ **Printed Name:** _____

The Lodging Association of the Florida Keys and Key West
818 White St. ~ Suite 8 ~ Key West, FL 33040
Phone: 305-296-4959 ~ Fax: 305-296-1408 ~ Email: executiveoffice@keyslodging.org

The Lodging Association of the Florida Keys & Key West

818 White Street Suite 8
Key West, FL 33040
305-296-4959

Credit Card Payment Authorization Form

Sign and complete this form to authorize The Lodging Association of the Florida Keys & Key West to make a onetime debit to your credit card listed below.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

I _____ authorize The Lodging Association to charge my credit card
(full name)
account indicated below for _____ on or after _____. This payment is for
(amount) (date)
_____. If not for a single use please specify which functions or
(description of goods/services)

Fees the Association is Authorized to charge your credit card for. A receipt will be given whenever the credit card is charged.

Billing Address _____ Phone# _____
City, State, Zip _____ Email _____

Account Type: Visa MasterCard AMEX Discover

Cardholder Name _____

Account Number _____

Expiration Date _____

Billing Zip Code for the Card _____ CVV Code _____

SIGNATURE _____ DATE _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.