



# Trade Show & Hospitality Expo

## Thursday, November 29<sup>th</sup>, 2012

1:00pm ~ 5:00pm  
(Pre Show Luncheon Meet & Greet 12:00pm ~ 1:00pm)  
Casa Marina Resort ~ Key West, FL

This year's Lodging Association Trade Show & Hospitality Expo presents another great opportunity for exhibitors to participate in a working trade show devoted to the Florida Keys lodging and hospitality market. 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 perfect venue to:

- Expand your existing clientele
- Introduce new products and services
- Write new business before the holidays and the start of season
- Develop new relationships
- Showcase environmentally friendly product lines

**Register Now** – Take advantage of special advertising opportunities for those who register early!

# 2012 Show Facts

Date, Time & Location: November 29<sup>th</sup>, 2012

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General Membership Luncheon (Meet our members before the show!)

12:00pm-1:00pm

\$30 per person- Reservation Required- Casa Marina Resort, Grand Ballroom, Key West, Florida

Trade Show and Hospitality Expo

1:00pm – 5:00pm

Casa Marina Resort, Keys Ballroom, Key West, Florida

About the Show:

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The Lodging Association Annual Trade Show & Hospitality Expo is the only comprehensive 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. 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:

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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 / and many more.....

Attendee Profile:

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- 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:

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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 3.2 million yearly visitors. Tourism is our primary industry. Did you know? That in the Florida Keys there are:

- 245 Hotels & Motels
- 88 B&B's
- 170 Condo Resorts
- 40 Hotels Certified as Florida Green Lodges

**Equaling just over 16,000 transient units!**

**Plus:**

- More than 500 Bars & Restaurants!

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

## Booth Information

### Booth Description & Sizes:

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Each Booth includes skirted table(s) to fit width of booth, 2 chairs, 1 wastebasket, and 1 exhibitor sign.

All booths come in widths of 6' / 8' / 12' or multiples. Discounts apply for multiple booth packages.

### Extras:

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- Extra Tables, Chairs, and Wastebaskets 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.

### Booth Restrictions & Limitations:

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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. This includes large crowds of people gathered around your booth for product demonstrations or sampling.

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.

### Move in & Move Out:

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- ALL exhibitors must use the security entrance and elevators on Seminole St. Exhibitors MAY NOT utilize hotel main entrance or Flagler's entrance for set-up
- Set up time is available in the morning on Thursday, November 29<sup>th</sup>.
- All booths must be set up and ready by 1 pm
- Booths cannot be dismantled until close of show at 5:00 pm
- Ballroom must be cleared of exhibitors and booth displays immediately following close of show.

## Marketing Opportunities

### Pre-Show Advertising & Sponsorships:

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- Pre-Show Advertising is included in your cost for those who register by October 17<sup>th</sup>, 2012
- A listing of each exhibitor will appear on the Lodging Association's 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. Please call for details.

## Important Deadlines & Action Checklist

The following deadlines are latest possible dates. All Booths & Opportunities are first come first served.

\_\_\_ **Show Registration Form Due: Nov. 8<sup>th</sup>**    \_\_\_ **Early Reg. for Pre-Show Advertising: Oct. 17<sup>th</sup>**

\_\_\_ **Exhibitor Name & Description for Booth Signs & Show Map *plus* Name Badge List Due: Nov. 8<sup>th</sup>**

\_\_\_ **Reservation to attend the Luncheon is due by Nov. 23<sup>rd</sup>- No Shows and Cancellations will billed**