



Annual Trade Show / Hospitality Expo November 29th, 2012 Waldorf Astoria Casa Marina Resort, Key West

Exhibitor Registration Form

All applications are accepted on a 1st come / 1st served basis and are **due back with payment no later than November 8th, 2012!** It is the responsibility of the Exhibitor to comply with all deadlines and show requirements. Please refer to the Trade Show Information Sheets for exact Due Dates and Specifications.

Company Name: _____

Contact Person(s): _____

Office Address: _____

City: _____ State: _____ Zip: _____ Email: _____

Phone #: _____ Fax #: _____ Cell #: _____

(Non-Members must add \$100.00 to final amount due) Associate Memberships are only \$250 per year
ONLY ONE BUSINESS ALLOWED PER BOOTH

Booth Details: Skirted table(s), 2 chairs, 1 wastebasket, and 1 exhibitor sign.

Booth Sizes & Pricing:

Please mark the quantities of each size booth(s) you would like to reserve (multiples will be placed together unless otherwise specified).

Booths:	____ 6 x 6 \$475	____ 6 x 8 \$575	____ 6 x 12 \$775
Blocks:	____ 2 / 6 x 6 \$775	____ 2 / 6 x 8 \$900	____ 3 / 6 x 8 \$1300

Premium Booths: A limited number of premium spaces are available for an extra charge of **\$100** each. These are available in any of the sizes listed above. Please contact the office for locations. Again, all booth reservations are 1st come / 1st served, so please reserve right away.

Non-Profit Organizations that are 501(c)3: Deduct \$100 off any booth price

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

Booth Signage:

Please fill in with the company name as you wish it to appear on your exhibitor sign.

Booth Extras:

Electrical Plugs: Standard electrical hook-up is **\$40**. Booths requiring large amounts of electric may have additional charges & will have limited placement within the room. **You must let us know what types of appliances will be used (A/C, coolers, hot plates, lighting, etc).**

____ Yes my booth will require electrical service. For _____

Extra Booth Accessories: Additional tables **\$30** each. Please call for details on other accessory items. These must be reserved in advance; arrangements for extra tables cannot be made the day of the show!

Booth Personnel & Exhibitor Badges:

Booth Personnel is determined by the size of your booth. 6 x 6 and 6 x 8 Booths allow for **2 personnel**. Personnel for larger sized booths will be determined by booth content. Please contact the office for details.

Badges will be provided for booth personnel. If you already know who will be representing your company please use the spaces below to print names and titles of your staff for exhibitor identification badges. Complete trade show Attendee names are due by November 8th.

1. _____ 2. _____ 3. _____ 4. _____

Marketing Opportunities:

Pre-Show Advertising: Remember to register early to take advantage of this great opportunity!

___ Yes I would like to take advantage of the Pre-Show Advertising. (Reg. Forms are due by Oct. 17th, 2012)

___ Yes I am interested in becoming a sponsor for _____

Please use the following space to briefly describe the products and services you offer. This will be listed on the website and the show map with your company information. Please email Executiveoffice@keyslodging.org your brief business synopsis and a JPEG of you company logo to be used in trade show advertising.

- Exhibitors requiring internet access or any other AV supplies must contact PSAV Presentation Services, the AV contractor directly. Please contact office for info.
- Prize giveaways will be held throughout the day. If you would like to donate a prize, hold your own booth drawings, or plan to do both please coordinate with us to maximize your publicity and promotion.
- Sales and Use Tax Registration: If an exhibitor provides goods and/or services for sale at wholesale, the exhibitor shall obtain a resale certificate from the purchaser. If an exhibitor provides goods and/or services for sale at retail, the exhibitor shall register as a dealer pursuant to FS212.18 (B) and collect the tax imposed by such statute.
- If you or your colleagues plan to attend the General Membership luncheon prior to the trade show- a RSVP is required before November 23rd. Any no shows or cancellations will be billed. No same day reservations will be accepted. Vegetarian meals are available upon request and must be requested with RSVP. Price is \$30 per person- luncheon will be in the Grand Ballroom from 12pm-1pm.

By signing below, the exhibitor enters into a contract with the Lodging Association of the Florida Keys & Key West agreeing to payment in full and the following:

To exhibit in space allocated. The space may be used only by the party whose name appears on this form. **All payment must be received prior to show date; no refunds will be issued for cancellation/no show after November 1st.** The undersigned hereby assumes all responsibility and liability for losses, damage and claims arising out of injury and/or damage to exhibitor's display, equipment and other property brought upon the premises of the Casa Marina Resort. The exhibitor also assumes all responsibility & liability for any damage, loss, or claims to the property of the Casa Marina Resort as a result of participation in the Show. The exhibitor agrees to indemnify, defend, protect and hold harmless the Casa Marina Resort, 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 1:00pm and 5:00pm on November 29, 2012. **I certify that I have read and understand the above.**

Signature _____ Printed name _____ Company _____

Total number of booth(s) _____	Booth(s) \$ _____
	Premium Charge(s) \$ _____
	Electrical Service \$ _____
Total number of extra table(s) _____	Extra Table(s) \$ _____
	Non-Member Fee \$ _____
Total people attending luncheon _____	Luncheon \$ _____
Please list Luncheon Attendees: _____	
	Total Due \$ _____

Payment Options:

___ Check made payable to The Lodging Association enclosed. (Please fax immediately to reserve space.)

___ Please charge my credit card. (Please fill out form below)

Please return this form to The Lodging Association Office on/before November 8th, 2012.

The Lodging Association of the Florida Keys and Key West
 Barrister House ~ 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 one time 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 _____

CVV2 (3 digit number on back of Visa/MC, 4 digits on front of AMEX) _____

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.