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Florida Forestry Association
Post Office Box 1696
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**You're invited to exhibit
at the largest forestry
gathering in Florida!**

Florida Forestry Association Trade Show



September 8-10, 2010

Destin, Florida

www.Sandestin.com

**Florida Forestry Association
Working Forests Work!**



2010 TRADE SHOW

Plans are underway for Florida's **Forestry Trade Show**. The 'Big Event' will be held at the Baytowne Conference Center @ Sandestin Resort, Destin, FL, September 8-10, in conjunction with Florida Forestry Association's 2010 Annual Meeting.

I want to invite you to participate as an exhibitor! This is undoubtedly the largest forestry gathering in Florida, with over 300 people attending who make their livings from the forest industry.

If you've never been to one of our Annual Meetings, you'll find that potential customers abound. You'll also see just what your competition is up to, and be able to attend informative workshops that can help your business thrive in our industry. If you have been to our Annual Meeting as an exhibitor, we look forward to seeing you again! We're pleased to offer all our exhibitors:

- 13,500 square feet of carpeted indoor exhibit space (Magnolia Ballroom)
- Exhibit areas that are locked overnight and staffed during the day, so there's no need to dismantle or remove any parts of your exhibit
- Breaks located in the exhibit hall
- Special guest passes available to your customers
- Two-hour social time scheduled Thursday afternoon in the exhibit hall, where door prize announcements will be made at each booth
- Promotion of the Trade Show throughout the Annual Meeting, exhibitor appreciation grand door prizes and silent auction bidding to assure traffic inside the Trade Show area
- A listing of your company and booth location in the Annual Meeting registration package
- A complimentary 2010 FFA Membership Directory
- A registration list of all Annual Meeting attendees
- An outdoor equipment expo located in the parking lot

Details on how you can register are enclosed. If you have any questions, please contact me at 850.222.5646 or debbie@forestfla.org. I look forward to hearing from you!

Debbie Bryant, Trade Show Manager

EXHIBITOR INFORMATION

Trade Show (Indoor): All exhibitors are provided a booth package, which includes a standard booth with back drape and side dividers. Included in the package will be one skirted table, two chairs and one booth ID sign.

Additional Assistance Available: Veal Convention Services will be the official exhibit contractor for this event. Details on optional additional services and charges, as well as drayage, will be available to exhibitors upon registration confirmation.

Equipment Expo (Outdoor): Exhibitor to furnish own set-up. Space will be assigned by FFA staff.

Trade Show Social and Door Prizes: Door prize drawings will be held at each indoor exhibit during the Thursday afternoon social from 2-4 pm. Exhibitors are encouraged to provide a door prize (suggested \$25-\$50 value). During this time, exhibitors are introduced and door prize winners must be present to win. In addition, sponsors offer valuable grand door prizes only for participants who visit with the exhibitors and attend this special social.

Hotel Reservations: You're encouraged to make your hotel reservations early by calling Sandestin's Village of Baytowne Wharf at 800.320.8115. Be sure to indicate you are with the Florida Forestry Association to receive the special FFA group rate of \$149 (Village hotel room) or \$169 (Village 1-bedroom). For more site details, check out www.sandestin.com.

Please note the cut-off date is August 6 for guaranteed room rates and availability. All reservations must be accompanied by a first night room deposit plus tax or guaranteed with a major credit card. Please note that the deposit is refundable if the reservation is canceled or arrival date is changed at least two weeks prior to the arrival date.

EXHIBITOR GUIDELINES

- 1) **Set-up times:**
Tuesday, September 7, 1 pm - 5 pm (preferred)
Wednesday, September 8, 8 am - noon
- 2) **Take-down times:**
Thursday, September 9, 4 pm -10 pm
Friday, September 10, 7 am -10 am
- 3) **Space is available on a first-come, first-served basis.** In the event of cancellation, a full refund is guaranteed if notice is provided to the FFA office prior to August 13, 2010.
- 4) **The exhibitor fee includes one complete Annual Meeting registration.** Additional exhibitors at each booth must be registered and pay separate registration fees.

SPONSORSHIPS AVAILABLE

Our sponsors are recognized at every opportunity--in pre-meeting promotionals as well as throughout the meeting with signage and a PowerPoint presentation! If you are interested in becoming a sponsor, contact Debbie Bryant at 850.222.5646 or debbie@forestfla.org (or check the sponsor info request box on the Exhibitor Registration Form).

WHO WILL ATTEND?

The Florida Forestry Association is a private, non-profit trade association representing over 1,300 members throughout the state. Our membership includes loggers, truckers, forest landowners, pulp and paper companies, sawmills, treating plants, consulting foresters, industrial and governmental foresters, equipment suppliers and many other businesses associated with the wood and wood products industry. The Trade Show, held in conjunction with the FFA Annual Meeting, provides an exceptional opportunity to meet key decision-makers and the day-to-day users of a wide variety of products and services. It is the largest forestry gathering in Florida, with over 300 people attending who make their livings from the forest industry.

EXHIBITOR POLICIES

1. Exhibitor agrees to adhere to all policies.
2. No exhibitor is permitted to sublet, share (only one company per booth space allowed) or resell their contracted exhibit space to any other company or person.
3. All exhibit displays, equipment, products, etc. must stay within the boundaries of the contracted space. No exhibitor is permitted to block visibility of neighboring exhibits with their display, staff or equipment/products.
4. No exhibitor has the right to deviate from the approved floor plan for the said event.
5. No exhibitor is permitted to sell or display unprofessional, distasteful or offensive products.
6. The exhibit area will be locked during non-operating hours, and a staff person will be available in the room during hours designated as open. However, neither FFA nor Sandestin Beach and Golf Resort will be responsible for any lost, stolen or damaged property or goods.
7. The exhibitor understands that neither the FFA nor Sandestin Beach and Golf Resort maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain such insurance. The exhibitor assumes the entire responsibility for losses, damages and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless the FFA, Sandestin Beach and Golf Resort, its owners and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.
8. The FFA, its agents and employees will not be held liable for failure to hold the Trade Show as scheduled. Payments for booth space will be returned in that event, except that any expenses incurred in connection with the Trade Show will be deducted if the event is called off due to fire, any act of God or the public enemy, strike, epidemic or any law, regulation or public authority which makes it impossible to hold the event.

EXHIBITOR REGISTRATION FORM

2010 FLORIDA FORESTRY ASSOCIATION TRADE SHOW

September 8-10, 2010 • Baytowne Conference Center @ Sandestin Resort, Destin, Florida

Exhibitor/Company Name: _____

Exhibitor/Annual Meeting
Registrant's Name: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____ Fax: (_____) _____

email: _____

We hereby make application to be considered as an Exhibitor Participant at the Annual Meeting of the Florida Forestry Association (FFA). By our execution below, if accepted as an Exhibitor we agree to be bound by the FFA Exhibitor Policy, a copy of which is attached.

Signature: _____ Date: _____

Trade Show Registration Payment Options:

- Please bill me
- Check enclosed (payable to Florida Forestry Association)
- Charge to: VISA MasterCard
- Card No. _____ Exp. _____
- Name on Card _____
- Cardholder's _____
- Physical Address _____
- City _____ State _____ Zip _____
- Signature _____

Space fills quickly!

If interested in being represented at the 2010 Trade Show,
return this form immediately to:

Florida Forestry Association, PO Box 1696, Tallahassee, FL 32302-1696
Phone 850.222.5646 Fax 850.222.6179
email: debbie@forestfla.org

Please check below as applicable:

Trade Show

- \$650 or \$335 (non-profit rate) plus (optional):
- \$205 per each additional registrant (# x \$205 = \$_____)
- \$ 80 per each golf registrant (# x \$80 = \$_____)

Handicap: _____ If requesting team placement, please list additional team member name(s) for placement: _____

*Booth package (@ \$650 or \$335) includes **one** Annual Meeting registration. The discounted \$205 rate applies **ONLY** to additional registrants from exhibiting companies. All participants must register.*

\$200 additional cost to indoor exhibitor requesting to place a tent and/or outdoor equipment on Conference Center parking lot. Please provide details, including space needed, how many pieces of equipment and/or if tent will be set up ((additional charges may apply depending on space requirements): _____

Annual Meeting registration forms including program details will be mailed at a later date. Participants whose company has registered as an exhibitor may register at that time, or can be included with this registration by copying and attaching the appropriately completed form on this and the preceding page for each additional registrant. Where more than one participant is registering, please indicate only one as the "Exhibitor" name, so that staff can provide additional details relating to the Trade Show set-up.

Check here if you would like to receive information on Annual Meeting sponsorship opportunities; and/or

plan to donate to the "Silent Auction".