

# FRPA

FLORIDA RECREATION  
& PARK ASSOCIATION

## invitation to exhibit

**Florida Recreation and Park Association  
Annual Conference and Exhibit Hall**

August 30 – 31, 2021

**Caribe Royale Orlando  
8101 World Center Drive  
Orlando, FL 32821**

## frpa ANNUAL conference & exhibit Hall

The Florida Recreation and Park Association has been showcasing the finest in park and recreation products and services at our annual conferences for 79 years. FRPA's trade show boasts the largest attendance by delegate and exhibitor alike in the Southern Regional United States, and one of the top three largest in the United States for parks and recreation agencies.

- Directors, Administrators and Recreation Supervisors
- Park Operations and Maintenance Personnel
- Therapeutic Recreation Professionals
- Commercial Recreation Professionals
- Aquatics Personnel
- Park & Recreation Commissioners & Board Members
- Citizen Members

## Why exhibit?

- Contact current, past and potential customers with purchasing power
- Network with Professionals that possess a desire to learn about your product
- Evaluate your competition and the industry marketplace
- As an exhibitor, you can attend any of the educational sessions being offered during the days of the tradeshow
- Receive a free attendee mailing list
- Promote new products and services
- Benefit from non-compete time during which no classes are offered
- Don't be left out – your competition will be there

## visit the 2021 conference website

[www.frpa.org/conference](http://www.frpa.org/conference)

- Updates on available booth space
- Information on exhibitors and sponsorship opportunities
- Previews of events and educational sessions

The Florida Recreation and Park Association, Inc. (FRPA) is a nonprofit, public interest professional organization representing the parks, recreation and leisure industry in Florida. Florida has become known as a trend setter in the nation with parks and recreation often singled out by national test markets for pilot programs.

FRPA actively advocates for funding of local parks and recreation agencies. These efforts have historically resulted in over \$500 million in funding through the Florida Recreation Development Assistance Program; over \$12 billion in funding through the Preservation 2000 and Florida Forever programs. All of these efforts build a better industry and boost your businesses.

## Attendee demographics

### MORE QUALIFIED BUYERS

- 88% of our attendees are park and recreation professionals
- 17% Park and Recreation Director
- 77% Park and Recreation Professional
- 3% Citizen Board Members, retirees and advocates
- 3% Other

### MORE NET BUYING INFLUENCE

Most conference attendees influence purchasing products for their organization.

- 52% Make the final purchase
- 37% Recommend the Product/Supplier
- 11% Specify the Supplier

### MORE DOLLARS TO SPEND

- 96% of attendees have operating budgets in excess of \$1 Million.
- 6% over \$50 million
- 13% \$25M-\$50 million
- 12% \$15M-\$25 million
- 11% \$10M-\$15 million
- 16% \$5M-\$10 million
- 42% \$1M-\$5 million

\*Information from FRPA post-show survey data.

## Show information

### Show Dates

August 30 - 31, 2021

### Conference Dates

August 30 - September 2, 2021

Caribe Royale Orlando

## tentative exhibit hours and activities

### MONDAY, AUGUST 30, 2021

#### 8:00 AM - 2:00 PM

Exhibitor Setup

All exhibits must be completely set up by 2:00 p.m.

#### 2:00 PM - 3:30 PM

Exhibit Area closed to allow hotel staff to set up

#### 4:00 PM - 7:00 PM

Grand Opening of Exhibit Hall

All exhibitors and all persons visiting the exhibit hall will be required to register and wear the appropriate badge or remit the appropriate ticket.

### TUESDAY, AUGUST 31, 2021

#### 9:00 AM - 12:00 PM

Non-Compete Time & Closing Hours

Delegates are encouraged to attend the exhibit hall with no educational courses being offered during this time.

#### 12:00 PM - 4:00 PM

Exhibit Hall Closed and Breakdown

NO EARLY BREAKDOWNS ARE PERMITTED.

Breakdown must be completed by 4:00 PM on August 30, 2021.

## details

### DECORATOR SERVICE

An exhibitor kit will be forwarded to you from Gulf Coast Expo in mid-July. Please note that your booth cost includes a 6'x2' draped table, two chairs, 8' side drape, 8' back drape, waste basket, and an identification sign (if requested by the deadline).

### HOUSING

All housing arrangements should be handled with the resort directly. Information will be mailed to you mid-May and thereafter upon submission of your exhibit contract.

**Caribe Royale Orlando**  
**8101 World Center Drive**  
**Orlando, FL 32821**

Please call hotel for room reservations and mention the FRPA Conference to receive the room rate.

### FEES / DEPOSITS

Booth Fees are \$1,200 for non-members; \$1,100 for Emerald Members; \$1,000 for Sapphire Members. A 50% deposit of the total cost of your booth(s) is required to confirm your booth selection. Final payment is due on June 30, 2021 or the deposit will be forfeited and the booth space will be resold. Membership must be current through 2021 show dates to receive the member discount.

### BOOTH REGULATIONS

Food and drink are not allowed to be served from your booth. Each booth may have up to two company representatives at a time in the booth.

## BOOTH FEE INFORMATION

### frpa members receive a discount

Sapphire Member \$1,000

Emerald Member \$1,100

Non-Member \$1,200

### send paperwork and fees to

Exhibit Manager

Florida Recreation and Park  
Association, Inc.

411 Office Plaza Drive

Tallahassee, Florida 32301

(850)878-3221

FAX (850)942-0712

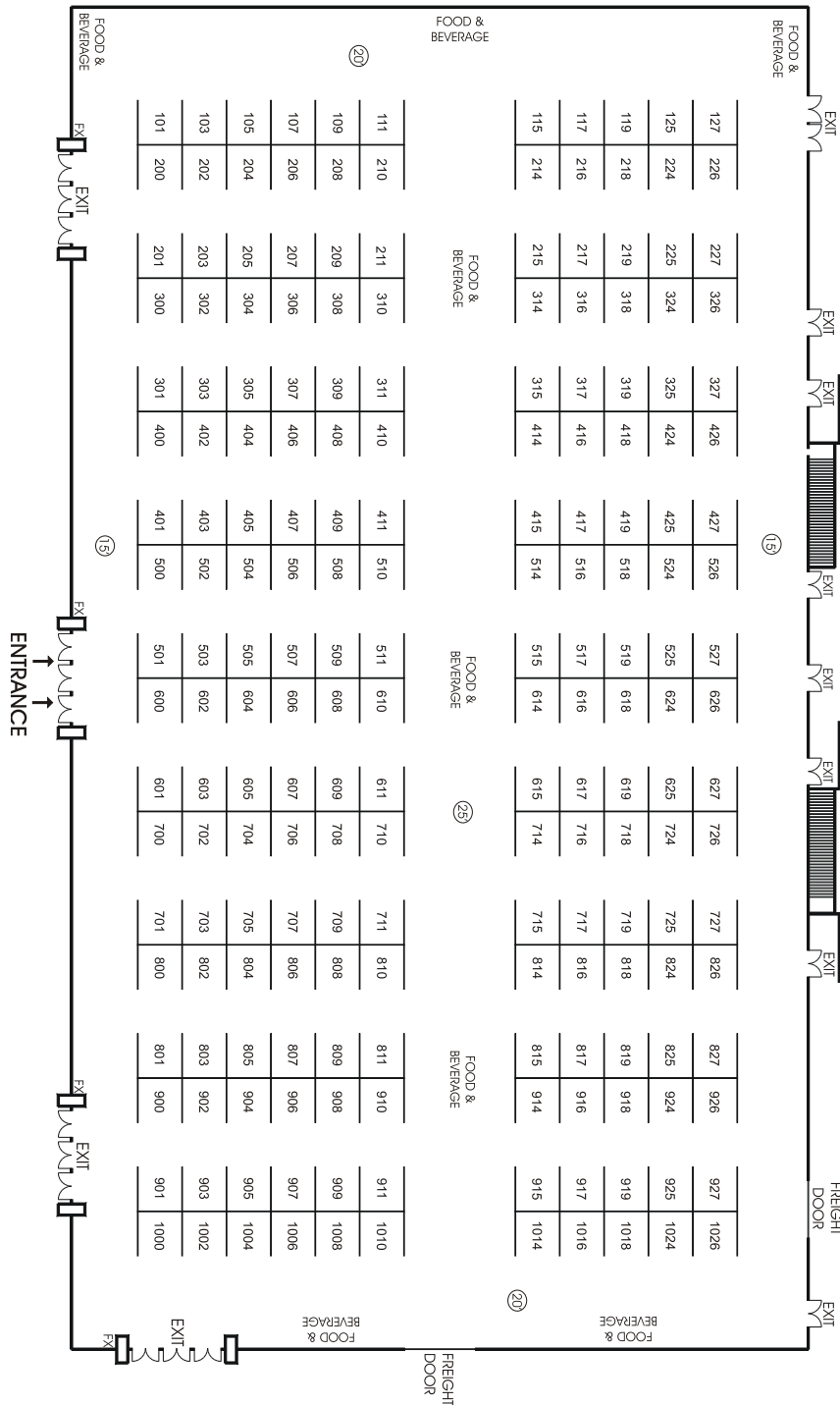
## SUITCASING/ OUTBOARDING

Suitcasing is when an attendee solicits business in the trade show aisles or other public spaces such as a hospitality suite or a restaurant. Also called outboarded events, these types of activities are detrimental to the exhibition. These are unethical business practices and will not be tolerated. To distribute information or conduct business, you must have a registered booth with FRPA. FRPA has the right to remove anyone who violates this policy.

## HOUSING OR SERVICE SCAM

The past couple of years our exhibitors have received calls from housing or service companies claiming to be with FRPA or the conference hotel. We never hire a housing or service company to call our exhibitors nor do we provide your information to anyone. If you receive one of these calls or emails, please DO NOT share any information with them.

# Exhibit Layout



## Palm Ballroom at the Caribe Royale

### Sponsorships Available

Increase your company's visibility by becoming a Conference Sponsor or Advertising in the conference materials. Items available for sponsorship include: education sessions, name badge holders, registration giveaways, Annual Awards Banquet and more. There is a sponsorship category or advertising opportunity available for every budget. For more information about sponsorships or advertising opportunities please contact [amber@frpa.org](mailto:amber@frpa.org) or call 850-878-3221.

### Shared booths policy

Individual companies who contract with or sell directly to local governments must purchase separate exhibit booths. Representatives from companies who are not exhibiting will not be allowed to attend with an exhibiting company. Booths may be shared when individual companies work together and when only the primary company contracts with or sells directly to local governments. All badges requested for the booth will be printed with the primary company's name.



**FLORIDA RECREATION  
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## 2021 Exhibit Contract

Booth Assignments are made on a first-received, first-assigned basis. FRPA will have sole control over admission to the exhibit hall. No delegate or exhibitor will be admitted without proper identification, nor will they be allowed to enter the hall except during established exhibit hall hours.

**CANCELLATION POLICY** – Should you find it necessary to cancel your booth space, the following cancellation policy will apply. A \$100 processing fee will be assessed for any request for refund. The request must be received prior to May 18, 2021 to be eligible for refund. Requests received in the Executive Office later than May 18, 2021 will not be eligible for refund unless the booth space can be re-sold and the entire exhibit hall sells out. No refunds will be available for any portion of the Exhibit Hall fees if it is cancelled due to weather or an occurrence of natural disasters. Exhibitors are encouraged to carry insurance that would cover them in the event the show is cancelled due to weather or a natural disaster.

**EXHIBITOR AGREES TO NAME THE FLORIDA RECREATION AND PARK ASSOCIATION AS ADDITIONAL INSURED IN THE AMOUNTS OF \$1 MILLION EACH OCCURRENCE, \$1 MILLION PERSONAL INJURY, AND \$2 MILLION GENERAL AGGREGATE. A CERTIFICATE OF INSURANCE BEARING THIS INFORMATION MUST BE SUBMITTED WITH YOUR SIGNED CONTRACT, AND MUST REMAIN IN FORCE THROUGH THE 2021 SHOW.**

COMPANY NAME

CONTACT FOR COMPANY

CONTACT EMAIL

CONTACT MAILING ADDRESS

CITY

STATE

ZIP

CONTACT PHONE

CONTACT FAX

ONSITE CONTACT

ONSITE EMAIL

ONSITE PHONE NUMBER

HOW DID YOU HEAR ABOUT US?

INFORMATION BELOW WILL BE USED FOR PUBLISHING IN CONFERENCE MATERIALS

INFORMATION EMAIL

INFORMATION PHONE NUMBER

WEBSITE

**ONE SENTENCE** DESCRIPTION OF PRODUCTS OR SERVICES

### Method of payment

Check # \_\_\_\_\_

Visa/Mastercard/Discover

# \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address for Card: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature of person responsible for charges for booth

**SIGNATURE** This acknowledges you understand and agree to the terms printed on the reverse side of this contract. Booths will not be reserved without the company representative's signature.

☐ Non-member.....\$1,200

☐ emerald.....\$1,100

☐ sapphire.....\$1,000

Membership must be current at registration and through the dates of the show.

### included in your fee

**BOOTH SIZE: 10ft DEEP BY 10ft WIDE**

6' draped table

2 chairs

8' side drape

8' back drape

Wastebasket

Identification sign

2 name badges

FREIGHT AND ELECTRIC COSTS ARE NOT INCLUDED IN YOUR BOOTH FEE. HALL IS CARPETED.

**TOTAL**

**PREFERRED  
BOOTH SPACE**

☐ first choice

☐ second choice

☐ third choice



# The Fine Print

**contract** This Exhibit Space Application and Contract, when and if accepted by the Florida Recreation and Park Association, Inc., hereafter referred to as FRPA, shall constitute a contract between the Exhibitor and FRPA and in addition to its terms, shall include and incorporate the Exhibitor Terms and Conditions printed on this agreement. FRPA reserves the right to exercise its sole discretion in the acceptance or refusal of applications for exhibit space.

**Agreement** The Exhibitor Terms and Conditions and other rules set forth in this agreement are part of the contract between the Exhibitor and FRPA and FRPA shall have the authority to interpret and enforce these rules. All matters not covered by these rules are subject to the determinations of FRPA. All determinations so made shall be as binding on all parties as the original rules. The Exhibitor or its representative is responsible for familiarizing itself with all rules and regulations. The Exhibitor or its representative who fails to observe these conditions may be excluded from the Exhibit Space without refund.

**License and term** The license given hereunder shall be solely for the use and occupation of the space allocated to the Exhibitor hereunder and shall be for a period commencing at Exhibitor move-in on August 30, 2021 8:00a.m., through August 30, 2021 4:00p.m., at Exhibitor move out. No Exhibitor may assign, sublet or apportion space to or with another business entity or individual without the express permission in writing from FRPA. FRPA will have sole control over admission to the exhibit hall. No exhibitor or representative will be admitted without proper identification, nor will they be allowed to enter the hall except during established exhibit hall hours. No Exhibitor may show or demonstrate products or services other than those manufactured or handled by it in the normal course of business. Should any item from a non-exhibiting firm be required for operation of a display, identification of such item shall be limited to the regular name plate or trademark under which same is sold in the general course of business.

**booth Assignment** There shall be two periods of booth assignments. The initial period shall commence upon release of the exhibit contract information through December 1, 2020. Contracts received during this period of time shall be assigned booth space based on FRPA's point system which assigns points for each year the Exhibitor has previously exhibited at the conference. First assignment will go to the Exhibitor with the most accumulated points, and this process will be followed until all contracts received in this cycle have been assigned space. After this initial cycle, booth space shall be assigned in the order that contracts are received. In all cases, the contract must be accompanied by the stated deposit and/or full booth payment in order to be assigned booth space. FRPA shall use its best effort to locate the booth in the location selected by the Exhibitor and will attempt to provide physical separation of the booth from the booths of those competitors from whom Exhibitor has requested such separations. Notwithstanding the above, FRPA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary. FRPA will not be responsible for or guarantee visibility or promotion of the area, nor of any opportunity to post signage directing people to the area.

**promotional material** In order to ensure recognition in the exhibit listing included in the Pre-Conference materials, registration and the stated deposit and/or full booth payment must be made by January 31st. In order to ensure recognition in the On-Site Conference Program booklet, registration and the stated deposit and/or full booth payment must be made by June 30.

**Arrangement of exhibit** FRPA has contracted with Gulf Coast Exposition Inc. to provide Exhibitor support services. Each Exhibitor will receive information including complete shipping instructions, production information and order forms for all services needed during installation, exhibition and removal. All freight service, power and electricity will be provided by Gulf Coast Exposition, Inc., not the FRPA or tradeshow/conference facility. Freight shipped to the tradeshow/conference facility will be refused, and the handling charges will be the responsibility of Exhibitor; therefore Exhibitor must arrange freight shipments as instructed by Gulf Coast Exposition, Inc. Unattended freight in any display space as of one hour prior to show opening on August 30, 2021 at 4:00 p.m., will be removed and stored at the Exhibitor's sole risk and expense. Exhibitors are not permitted to store packing crates or boxes at the tables. Crates not properly marked or identified by Exhibitors may be destroyed or lost and are the sole responsibility of the Exhibitor. Exhibit materials left unattended after August 31, 2021 at 4:00 p.m. and for which no shipping arrangements have been made, will be considered abandoned. Neither FRPA nor the Gulf Coast Exposition Inc. will be responsible for Exhibitor materials.

**exhibitor space** Each booth will include one 6' draped table, two chairs, 8' side drape, 8' back drape, waste basket and identification sign if request is received by the stated deadline in the exhibitor information packet. Food and drink are not allowed to be served from your booth. Each booth may have up to two company representatives at a time in the booth. Unless otherwise specified, no freight, carpet, internet access, or electrical costs are included in the booth fee; such items must be arranged through Gulf Coast Exposition, Inc. and/or the facility (if available). FRPA reserves the right to modify the Exhibitor space and amenities as may be deemed necessary due to facility configuration, fire safety concerns or other physical limitations. All booth decorations must meet flameproofing codes. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Electrical equipment must be Underwriter Laboratory approved. Use of propane, helium balloons, heating or incendiary devices or materials must receive prior approval from FRPA and facility management. Except for event sponsors, no signs/posters will be allowed anywhere except within each Exhibitor's space. No signs or other articles may be fastened to walls, ceilings, or electrical fixtures. The use of thumb tacks, tape, nails, screws, or any tool or material which could mark the floor or walls is prohibited. Exhibitors must confine activities to the space contracted for and may not use strolling equipment or distribute samples or souvenirs except within their space. Any actions which may obstruct the efforts of another Exhibitor will not be permitted. FRPA reserves the right to insist on a properly constructed and operated display in the interest of all participating Exhibitors. Displays not conforming to FRPA specifications and limitations may be dismantled or modified, at cost to the Exhibitor, at the sole judgment and discretion of FRPA. FRPA and facility management reserve the absolute right, at any time, to prohibit any exhibit materials deemed by them as dangerous, offensive or otherwise inappropriate for display. Any space not claimed or occupied by the established/published exhibit set up times may be resold or reassigned by the FRPA Exhibitor Manager without notification or any obligation on the part of FRPA for any refund or compensation whatsoever.

**Hours of operation** Installation of exhibits may begin on August 30, 2021 at 8:00 a.m.. No materials can be accepted at the exhibit site prior to such time. Exhibitor shall have an authorized representative present during the installation and dismantling of exhibit. All installation must be completed by August 30, 2021, at 2:00 p.m. The

hours of exhibit operation are from August 30, 2021, 4:00 p.m.-7:00 p.m. and August 31, 2021, 9:00 a.m.-12:00 p.m. The FRPA Exhibitor Manager will provide daily notice of special Forum events that may affect the expected traffic flow or hours of operation. Exhibit breakdown may begin on August 31 after 12:30 p.m. and breakdown and all materials must be removed by August 31, 2021, 4:00 p.m.. Neither FRPA or the facility shall bear any responsibility for exhibits and materials not timely removed.

**security** FRPA assumes no responsibility for the safety, theft or damage by fire, accident, vandalism, or other cause to the property of Exhibitor, notwithstanding any security which FRPA may or may not provide. Each Exhibitor has the responsibility of safeguarding its own exhibit materials or goods from the time they are placed in the exhibit space until they are removed. The Exhibitor agrees to make no claim against FRPA or any of its sponsoring organizations, agents, or employees on account of loss occasioned by fire, accident, theft, storm, or damage from negligence; or on account of any injury to the Exhibitor or Exhibitor's employees while in the exhibit space; or for damage of any other nature or character, other nature or character, including any damage to the Exhibitor's business as a result of the exhibit; or as a result of its installation or removal; or for failure to hold the exhibition as scheduled. Exhibitors desiring special security precautions should arrange for private guard service at their own expense.

**Music and Audio/Video** Exhibitors are prohibited from using amplified audio equipment of any nature. Any Exhibitor using copyrighted music, whether within the exhibit area, in hospitality space or in any other way related to FRPA's tradeshow/conference, shall obtain all legally required permissions for such use. This requirement applies to all live and recorded music, including that accompanying video or other presentations. Any Exhibitor using copyrighted music as set forth above assumes the entire responsibility for its use and for obtaining the appropriate permission and payment of any fees associated with its use. Exhibitor further agrees to protect, indemnify, defend and save the FRPA, the management of the tradeshow/conference facility, and the service contractors and their respective employees and agents harmless against all claims, losses or damages, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's use of said copyrighted music.

**cancellations** In the event that the tradeshow/conference is canceled, postponed or relocated (to a location where Exhibitor cannot reasonably participate) due to any cause or reason (whether or not beyond FRPA's control), FRPA will refund monies paid to it by Exhibitor and Exhibitor waives any and all other damages and claims for damages of any nature, direct or consequential, against FRPA in the event of such cancellation. Notice of cancellation by Exhibitor must be received in writing by May 18, 2021, in the FRPA Executive Office in order to receive a refund of the initial deposit, less a \$100 processing fee. No refunds will be granted after May 18, 2021, unless all exhibit space is sold and all cancelled space has been resold. All refunds will be assessed a \$100 processing fee. No refunds will be available for any portion of the Exhibit Hall fees if it is cancelled due to weather or an occurrence of natural disasters. Exhibitors are encouraged to carry insurance that would cover them in the event the show is cancelled due to weather or a natural disaster.

**Liability and insurance** The Exhibitor shall be solely responsible to and for its own agents and employees and to FRPA, the tradeshow/conference facility, and all third persons, including invitees and the public, for all claims, liabilities, actions, costs, personal injury, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of the exhibit space and activities

thereon and about it, its booth/exhibition materials and/or equipment, and for negligence or any other liability or damages relating thereto or in any way arising therefrom, and the Exhibitor shall be liable to and indemnify and hold harmless FRPA, its agents, employees, and sponsoring organizations, and the tradeshow/conference facility, for and against any and all damages suffered by them and any claims as may be asserted against them, including for any attorney fees incurred by any of them. Without limiting the foregoing liability, the Exhibitor shall maintain public liability/ comprehensive general liability insurance coverage for bodily injury and property damage, including product liability and protective and contractual liability coverage, of no less than \$1 million per occurrence, and \$2 million aggregate. FRPA shall be named and added as an additional insured, and such insurance shall contain a waiver of subrogation rights as against FRPA. Certificates of said insurance shall be provided to FRPA by the Exhibitor at least 10 business days before the opening of the exhibit; FRPA will not allow Exhibitor to set up without this certificate in FRPA's possession, in a form acceptable to FRPA. Neither FRPA or the tradeshow/conference facility shall have any liability at any times for Exhibitor's booth/exhibition materials and/or equipment; accordingly, it is the Exhibitor's responsibility to maintain its own adequate insurance policies covering transport of its booth/exhibition materials and/or equipment from its home base to the exhibit space, and through the entirety of the time of the exhibit, and during and for return transport.

**Attorney's fees** Should FRPA find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, FRPA, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges and expenses including attorney's fees. NON-WAIVER: FRPA shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by FRPA. No delay or omission by FRPA in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as consent to a waiver of any right or remedy on any future occasion. It is agreed that all disputes arising from this agreement or participation in the show described by this agreement shall be adjudicated under Florida law.

**Use of certain property** Exhibitor will assume all costs arising from the use of patented, trademarked, franchised, or copyrighted music, materials, devices, processes or dramatic rights used on or incorporated in the Exhibitor's space. Exhibitor shall indemnify, defend and hold harmless FRPA, their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

**general regulations and public policy** It is understood and agreed that all policies and requirements in existence for the tradeshow/conference area and facility, as promulgated by the tradeshow/conference facility management, will apply, including any rules that on-site provision of food and beverage by Exhibitor must be provided by the facility. Each Exhibitor is charged with knowledge of all State, County and City Laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in the tradeshow/conference. Any use of cooking equipment and/or open flame must be approved by the local fire marshal.