



## Underwriter Application

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# Partners Expo

**EVENT:** Florida State Florist Association Convention

**LOCATION:** Orlando Airport Marriott Lakeside

7499 Augusta National Dr. Orlando, FL 32822

**EVENT DATE:** June 9, 2018 – 10AM to 5PM

## COMPANY INFORMATION

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Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone: \_\_\_\_\_ Contact's Cell \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: -----

Logo: Please email a JPEG format of your company logo to: [sunlighting@fsfanow.com](mailto:sunlighting@fsfanow.com)  
Product Category: (floral wholesaler, grower, merchandise, wire service etc.)

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Type of product or services you will be promoting at this event:

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All vendors will be required to provide proof of comprehensive general liability coverage naming the Orlando Airport Marriot Lakeside and FSFA as additional named insureds in the amount of \$1,000,000. Proof of insurance is due no later than June 1, 2018.

## TABLE INFORMATION

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**Pricing for One (1) - 72" Round Table for the event is as follows:**  
**Due to the limited number of tables, only one table per vendor is available.**  
Pricing includes **full registration** for one representative to Meraki - FSFA Convention 2018, Gateway to the Americas' Cup and **all meal functions** including lunch and dinner.

Additional representatives may register for the Saturday Only option available on line at <http://www.floridastatefloristsassociation.com/event-2848780>

**One 72" Round Table will include black linen and two chairs - \$500.00**  
Registration and Payment may be made online  
<http://www.floridastatefloristsassociation.com/page-1817776>

**Florida State Florist Association**  
1024 West Main Street, Leesburg, FL 34748  
**Payment is due at the time of Registration**

All tables will be placed in the center of the convention lobby area with a spacing of approximately 8 ft. between each vendor. All products and advertising material will be limited to the table tops. Additionally, 3ft of floor space around and adjacent to the tables may be utilized.



## VENDOR RESPONSIBILITIES

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1. Upon submission of your vendor application, your company will share, post, invite and generate a following for this event utilizing social media and web pages. Additional information is outlined in the Media section of this agreement. You may also utilize any other form of advertising at your disposal.

2. Door prizes. Each vendor may offer a door prize at their table to collect guest information. FSFA will provide a container for collecting business cards or entry forms. All prizes will be awarded at the conclusion on the Partners Expo. (Saturday, June 9, 2018 at 5pm) Vendors will be provided a full list of attendees no later than two weeks after the conclusion of the convention.

Additionally, Vendors will donate to FSFA a new personal item of a \$50.00 or greater value (suggested: jewelry, gift cards, luggage, wine, home décor) that will be included in a “Chance to Win” at the conclusion of the Convention. All proceeds will benefit the Education and Scholarship funds.

3. Vendors will be permitted access to the event commencing at 7:00 AM for set up. All vendors must begin set up no later than 8:00 AM and must complete set up by 10:00 AM.

4. Vendor fees are non-refundable and must be paid in full at the time of registration.

5. Vendors are responsible for the acts of their employees, agents, associates or assigns. Casual business attire is required during event hours. No activity may infringe upon other vendors. In the event such activity occurs, you will be required to cease said activity.

6. Each vendor shall be solely responsible for any damage occurring as a result of their actions before, during and at tear down.

**(Full Terms and Conditions Outlined Below)**

Although security will be provided to deter any theft, vandalism or damage, THE Orlando Airport Marriott Lakeside, and FSFA ARE NOT LIABLE FOR THE THEFT, VANDALISM OR DAMAGE OF ANY PROPERTY BELONGING TO ANY VENDOR.

It is understood that the terms of this application shall be binding and the VENDOR acknowledges and accepts said terms by the authorized signature below.

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Authorized Representative

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Date

Title: -----



## Marketing Information

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### Flyers / Brochures / Digital Media

The success of the Partners Expo depends on you! Every vendor will be given flyers/brochures to distribute to your customers. These may be sent with orders placed or may be used as statement stuffers. Digital media will also be furnished for the four weeks leading up to the Convention. This media will allow you to email blast your customers. Not only will it promote FSFA but your business as well.

### Social Media

FSFA additionally promotes this event through our Social Media platform Facebook. For this event, a Facebook "Event" has been created. With each registration, The Vendor is recognized on the media page including their provided logo. Be sure to tag yourself on the logo photo as well as all of your associate employees. It is your responsibility to click on the "Attending" button and then "invite" all your friends from Facebook to the event. This will maximize exposure of the Convention and the Partners Expo to the Facebook audience. Additionally, FSFA will do paid promotions for the event in order to market to a wider, targeted market.



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# Contact Us



**Robert Tucker – Executive Director**

**352-787-6806 (Office)      352-255-4453 (Mobile)**



**Florida State Florist Association**

**1024 West Main Street**

**Leesburg, Fl 34748**



**[Executivedirector@fsfanow.com](mailto:Executivedirector@fsfanow.com)**



**<https://www.facebook.com/FloridaStateFloristAssociation/>**



## TERMS AND CONDITIONS

1. FSFA reserves the right to:

A. to determine the eligibility of any company or product for inclusion in exhibition space and may reject its inclusion at its sole discretion.

B. reject, eject or prohibit any exhibit in whole or in part, or the Exhibitor or its representatives, with or without cause. If the Exhibitor is removed by the FSFA for any non-compliance of the Terms and Conditions, there shall be no return of any amount paid by the Exhibitor.

C. change Exhibitor location up to two hours prior to Show time.

D. to determine at what point an Exhibitor's noise level constitutes interference with other Exhibitors and must be discontinued.

2. The Exhibitor agrees that its exhibit shall be admitted and remain for the entire Show and remain in compliance with these Terms and Conditions. **NO DISPLAYS ARE TO BE DISMANTLED PRIOR TO THE END OF THE SHOW.** Any Exhibitor dismantling prior to the end of the Show will be fined \$100. Whereas the Partners Expo is scheduled for Saturday, June 9, 2018, Partners may leave there displays up until Sunday, June 10, 2018 5pm but are only obligated until the close of the Partners Expo on Saturday.

3. FSFA will provide 1 badge for each Exhibitor registered.

4. Exhibitor Display Protocol:

A. No exhibits may block or interfere with other exhibits or with the aisle space.

B. Only tops of tables may be used for display. No exhibition material maybe placed in aisle ways. Exhibitor may place material under their tables.

C. Damage caused as a result of Exhibitor actions to the building or its furnishings will be the sole responsibility of the Exhibitor.

5. Exhibitor Compliance:

A. Sale of any merchandise must comply with all local, state, and federal laws.

B. Exhibitor shall comply with all local, state and federal licensing and permitting as applicable to its activities. Cost to comply shall be the sole responsibility of the Exhibitor. In the event licensing or permitting is required, proof of compliance will be provided to FSFA prior to display set up.

6. Payment for Space:

A. Exhibitor understands space fee and agrees to pay according to the terms herein.

B. The space provided is only for the use of the Exhibitor executing this Agreement. Neither the space nor the badge may not be sold, transferred nor gifted to any other party. TABLES MAY NOT BE SHARED BY MULTIPLE VENDORS

7. Logistical Procedures:

A. UTILITIES: Basic utilities will be provided by the Venue. ELECTRICAL OUTLETS ARE NOT AVAILBLE.

B. ABANDONED PROPERTY: Any property not removed by the Exhibitor from the Venue within 24 hours following the end of the event will be considered abandoned and disposed of at the discretion of FSFA and/or Venue.

C. ACCESS: Exhibits, display, equipment, stock and/or supplies will enter and leave by way of the pre-determined entrances. (Map provided)

8. FSFA makes no express or implied warranty with regard to attendance, number of Exhibitors, or who the other Exhibitors may be.

9. LIABILITY, HOLD HARMLESS, ACTS OF GOD:

A. FSFA shall not be liable for any indirect, direct, punitive or consequential damages for any acts of omission. In no event shall FSFA maximum liability exceed the amount actually paid to FSFA by Exhibitor pursuant to this contract.

B. The Exhibitor agrees to protect, keep and save FSFA and Venue, forever harmless from any damage or charge imposed for violation of any terms and conditions by the Exhibitor or its agents. Exhibitor further agrees to protect, indemnify, save and keep harmless FSFA against and from any loss, damage, liability or expense arising out of or by reason of any act or omission of the Exhibitor or its agents.



C. Acts of God, Fire, Strikes, Terrorism: In the event that any outside cause prevents this Exhibit from being held, FSFA may retain such part of Exhibitor's rental as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred.

10. DEFAULT IN OCCUPANCY:

A. Any Exhibitor failing to occupy space contracted for is not entitled to a refund of monies paid for the full rental of such space as provided for in the signed Agreement. ALL EXHIBITORS must commence set up at least two full hours prior to the show start time. In the event an Exhibitor is not in attendance at least one hour prior to show start time, FSFA has the option of relocating Exhibitor's space so as to prevent the appearance of vacancy. Further, at the FSFA's sole discretion, in the event an Exhibitor arrives after the show start time, FSFA has the option of not permitting the Exhibitor to set up if it will in any way interfere with the show or other exhibits.

**Please:**  
**Scan and Email this completed form to:**  
**[sunlighting@fsfanow.com](mailto:sunlighting@fsfanow.com)**  
**or**  
**Mail this completed form to**  
**Executive Director**  
**1024 West Main Street**  
**Leesburg, FL**  
**34748**  
**Thank you!**