

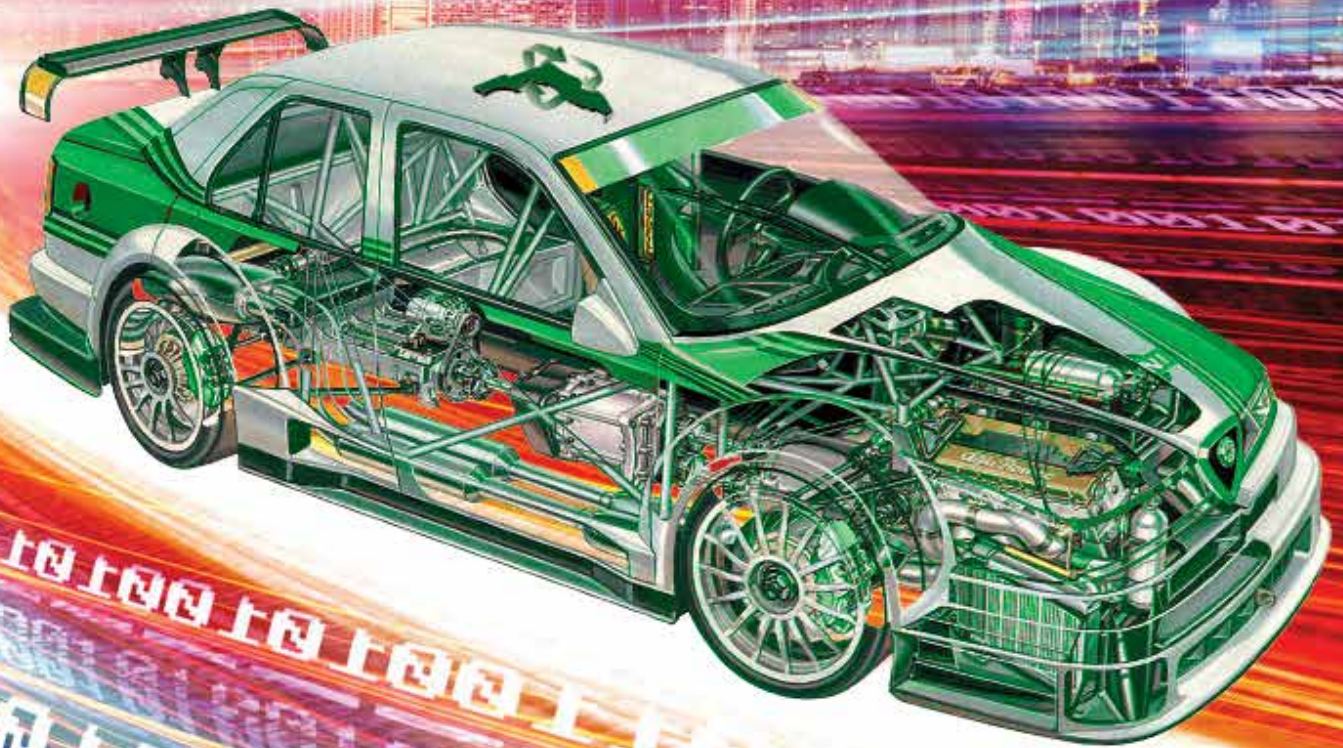
# EXHIBITOR PROSPECTUS

# FADRA 2017

## CONVENTION & TRADE SHOW



***Put Your Business on  
the Fast Track***



**July 20-23, 2017**

*Sheraton Sand Key • Clearwater Beach • Florida*



# ***Put Your Business on The Fast Track***

• **FADRA 2017 CONVENTION & TRADE SHOW** •

*JULY 20-23, 2017 • Sheraton Sand Key • Clearwater Beach • Florida*



## **Secure Your Spot in the Race**

The Florida Auto Dismantlers & Recyclers Association (FADRA) invites you to exhibit and become a sponsor at this year's annual Convention & Trade Show, July 20-23, 2017. The convention will take place at the Sheraton Sand Key, right in the heart of Clearwater Beach.

We will have more than 150 decision makers from the Florida auto recycling industry, and we expect to have several more Southeastern yards come down as well. This year's program also has seminars to attract sales managers and dismantlers from member yards. Starting with the opening night cruise on Tampa Bay, we'll have several opportunities for you to gather with your customers in a casual environment as well as in the action-packed trade show.

Please Note: The exhibit hall will be limited to 35 booths this year and they will sell out quickly. Space will not be assigned until the exhibit contract and payment in full has been received. Sponsorships and exhibit spaces don't last very long and we want to make sure that your company is represented!

Join FADRA as an Associate Member for \$200, and you'll save \$50 on your booth fee.

Your booth will be 8' deep x 10' wide and includes one 6' skirted table, two chairs, an ID sign and wastebasket. The exhibit hall is carpeted. Included in your exhibit fee is registration for two representatives to attend all non-ticketed food and drink functions, including the Exhibit Hall Grand Opening and Brunch with the Attendees, as well as access to all seminars.

Email, mail or fax your applications along with payment information to my attention. Please don't hesitate to contact me via email at [kim@fadra.org](mailto:kim@fadra.org), by phone at 407-614-8354 or fax 407-614-8357. I look forward to working with you and promoting your company at the FADRA 2017 Convention & Trade Show!

Kim O'Dell, CMP, FADRA Executive Director

## ***Thank You to our 2016 Sponsors***

### **SILVER SPONSORS**

Dorman Products  
Hollander, A Solera Company  
Rebuilders Automotive Supply  
U Pull & Pay

### **BRONZE SPONSORS**

Auto Data Direct  
Car-Part.com/Checkmate

### **GENERAL**

ACE/MCI Cores  
Al-Jon



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As always this year's Convention and Trade Show will be filled with informative speakers and seminars. A great place to network!

## Why Your Company Should Exhibit

- Opportunity to network with premier auto recycling owners
- Exclusive Exhibit Hours
- Brunch for Attendees and Exhibitors in the Exhibit Hall
- Diverse seminars with nationally recognized speakers on key issues affecting auto recycling. Exhibitors can attend all seminars and meetings
- Opportunity to display and rig equipment  
*(contact us for details)*
- Sponsorship opportunities to market your company before, during, and after the conference
- FREE attendee list prior to and after the conference
- Superior Exhibit Space
- Sponsor Recognition Reception on Friday evening with FADRA Leadership

All confirmed exhibitors and sponsors receive full exposure as we promote the 2017 FADRA Convention & Trade Show!

## Sheraton Sand Key Resort

1160 Gulf Boulevard • Clearwater Beach, FL 33767

**Room Reservations: 727-595-1611**

**Room Reservation Cut-off Date:** June 19, 2017

**Room Rate:** \$165 Single/Double Occupancy

Be sure to mention FADRA's Reservation Code to receive this rate: **FG16AA**.

Rate is good 3 days prior and 3 days following the convention dates.

Subject to availability. **Secure your room today!**

**Book your hotel rooms online.**

**CLICK HERE TO MAKE HOTEL RESERVATIONS NOW**

From the beach-front pool and cafés to the seemingly endless stretch of beach owned by the resort, the Sheraton Sand Key offers great outdoor beauty as well as luxurious indoor accommodations. The loading area makes it easy to get your materials into and out of the exhibit hall, and the hall and your rooms have Internet access. The Mainstay Tavern sports bar, Island Grille, and Rusty's Bistro offer plenty of on-site meal choices, while several restaurants are near the hotel. It's located 20 miles from Tampa Intl Airport and 16 miles from St. Petersburg Intl Airport, and easy to reach by auto off I-75 and I-4.



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## FADRA EXHIBIT/EVENT SCHEDULE

### THURSDAY, JULY 20

**3:00 – 5:30 PM**

Attendee & Exhibitor Registration  
Opens

#### Thursday Night Welcome Event

Captain Memo's Pirate Cruise

Depart Hotel . . . . . 6:15 PM

Cruise Leaves . . . . . 7:00 PM

### FRIDAY, JULY 21

**12:15 – 5:00 PM**

Exhibitor Registration & Set-Up

**6:00 PM**

Exhibit Hall Grand Opening

**9:15 – 10:00 PM**

President's Sponsor Recognition  
Reception

**9:00 – 12:00 PM**

FADRA Hospitality Suite, *Open to all*

### SATURDAY, JULY 22

**10:40 AM -12:40 PM**

Brunch With Vendors

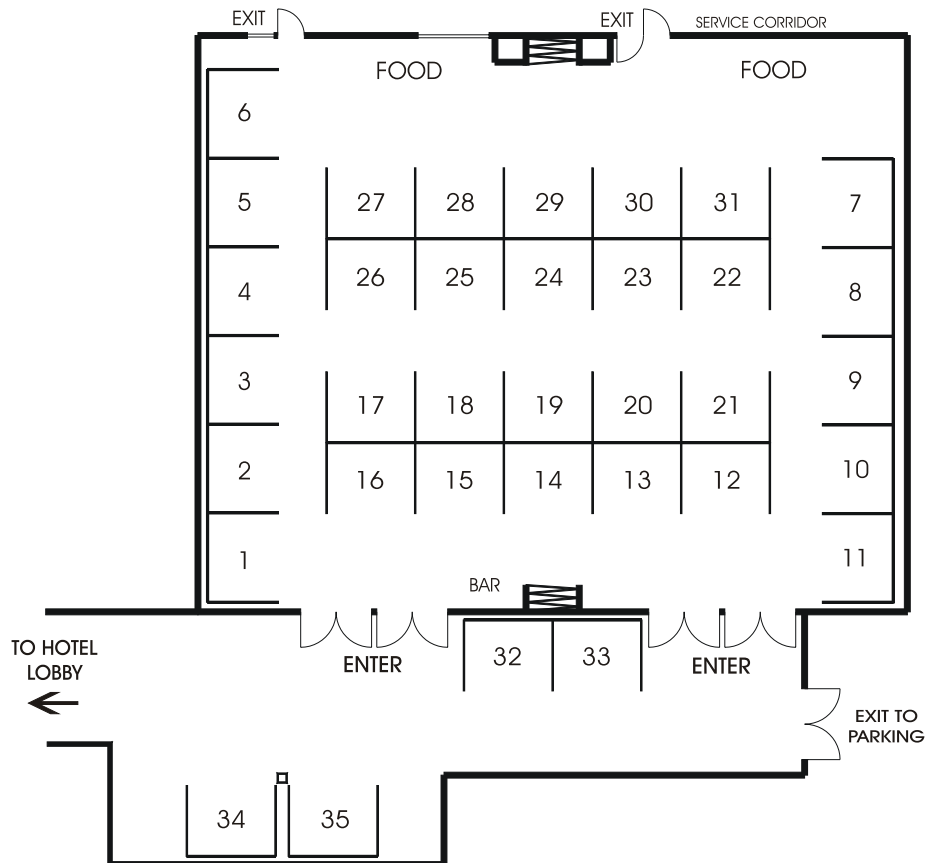
**1:00 – 3:30 PM**

Exhibit Tear-Down

**6:30 – 10:30 PM**

FADRA Annual Banquet

## EXHIBIT HALL FLOOR PLAN





# Put Your Business on The Fast Track



## • FADRA 2017 CONVENTION & TRADE SHOW •

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### PLEASE PRINT CLEARLY

Company Name (to appear in program): \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Onsite Contact Name: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

FADRA Pricing		Member Fee to Exhibit	Non-Member Fee to Exhibit
<input type="checkbox"/>	One 8' x 10' Booth	\$575	\$825
<input type="checkbox"/>	(2) Side by Side Booths – 8' x 20'	\$1,200	\$1,450
<input type="checkbox"/>	End Cap Booths 10' x 16'	\$1,300	\$1,550
<input type="checkbox"/>	Corner Booth	\$750	\$1,000

**Booth Package Includes:** 8' deep x 10' wide exhibit space with back-wall and side-rail drape. One (1) 6' Skirted Table, (2) Chairs, One (1) Wastebasket, and One (1) ID Sign.

Exhibit Space will be assigned by FADRA. If possible I DO NOT wish my booth adjacent to (Must Specify Name) ]:

**Booth Preference** (see floor plan): 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

Product/Service Description (30 words or less) to be printed in program – Print Clearly

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Booth Representative Badge Names** (2 complimentary per 8' x 10' booth):

1) \_\_\_\_\_ 2) \_\_\_\_\_

Additional Badge Holder Names - \$100 per person

3) \_\_\_\_\_ 4) \_\_\_\_\_

We agree to abide by the exhibit specifications outlined by FADRA and to all conditions under which the exhibit area is leased to the Association. Said exhibit specification and conditions become apart of this contract. We agree to abide by specific exhibit set-up and tear-down schedule as arranged by the Association. Association reserves the right to re-arrange the floor plan where necessary. Full payment is enclosed. Reservations canceled prior to June 20, 2017 will be refunded. Requests for refunds after June 20, 2017 will be granted provided that the spaces are re-sold and vendor will incur a \$100 cancellation fee.

#### Return Contract, Insurance Certificate & Payment to:

FADRA, P.O. Box 770070, Winter Garden, FL 34777 or by fax to:

407-614-8357. **Make Checks Payable to FADRA**

Pricing	Member	Non-Member	
One Booth	\$575	\$825	\$ _____
Corner Booth	\$750	\$1,000	\$ _____
(2) Side-by-Side	\$1,200	\$1,450	\$ _____
End Cap Booth	\$1,300	\$1,550	\$ _____
Extra Reps	# _____	@ \$100 ea. . . .	\$ _____
Party Tickets	# _____	@ \$90 ea. . . .	\$ _____
Thursday Pirate Cruise	# _____	@ \$35 ea. . . .	\$ _____

**TOTAL:** \$ \_\_\_\_\_

#### CREDIT CARD PAYMENTS

MasterCard  VISA

Print Name as it appears on card: \_\_\_\_\_

Card # \_\_\_\_\_

Verification Code: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature: \_\_\_\_\_

#### OFFICE USE ONLY

Booth # \_\_\_\_\_ Paid \$ \_\_\_\_\_

Check #: \_\_\_\_\_ Date Received: \_\_\_\_\_

# FADRA 2017 Convention and Trade Show

## **Service Contractor:**

The official Service Contractor for the FADRA Convention is:

### **Gulf Coast Expo**

**8432 Sunstate Street, Tampa, FL 33634**

**813-915-8066 (phone) 813-319-0619 (fax)**

**An Exhibitor Kit will be forwarded after contract, certificate of insurance, and payment are received by FADRA.**

Gulf Coast Expo also is the official material handling contractor. Shipping instructions will be included in your exhibitor kit.

**Exhibit Rules:** The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. The Association reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of the Association is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting, or anything of a similar nature.

**Payment for Booth Space:** Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and the Florida Auto Dismantlers & Recyclers shall have the right to dispose of such space in such manner as it may consider to its interest without liability on the part of the Association.

**Insurance and Indemnity:** The Exhibitor indemnifies and agrees to hold harmless Florida Auto Dismantlers & Recyclers Association, Gulf Coast Expo, and Hilton Lake Buena Vista Resort from and against any actions, losses, costs, damages, claims, and expenses (including attorney's fees) arising from any damage to property or bodily injury to Exhibitor, his Agents, Representatives, Employees by reason of the Exhibitor's occupancy or use the exhibition facilities. Reasonable care should be exercised to protect all exhibits.

A security guard will be maintained during the hours when the exhibit area is closed, until the official closing time of the show. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting

them against loss through theft, fire damage, etc. The Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, floors, etc. in such a manner as to deface or destroy.

**The exhibitor shall, at its sole cost and expense, procure and maintain through the terms of the contract for exhibit space, workers' compensation insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor. Exhibitors shall carry comprehensive general liability insurance of at least \$1 million per occurrence and \$2 million aggregate, against injury to the person and property of others. Policies shall name Florida Auto Dismantlers & Recyclers Association, Gulf Coast Expo, and the Sheraton Sand Key Resort as additional insured for the dates July 20-23, 2017 and shall furnish FADRA with certificates of insurance evidencing the required insurance. Certificate Holder – FADRA. Submit Certificates to: FADRA, P.O. Box 770070, Winter Garden, FL 34777.**

**Fire Regulations:** In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. Materials meeting these requirements are made available to the Exhibitors by Gulf Coast Expo. No volatile or flammable fluids, substances, or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth.

**Booth Assignments:** Exhibit space is assigned on a first come, first served basis, determined by receipt of payment in full, signed contract and insurance certificate. FADRA will confirm the receipt of payment/contracts along with a booth assignment. Management reserves the right to re-arrange the floor plan where necessary to facilitate a successful traffic flow.

**Freight (Drayage) and Facility Material Handling Requirements:** Please abide by the procedures outlined in the Shipping Instructions, which will be in your Exhibitor Kit.

**Thank you for your cooperation.**



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## PLATINUM LEVEL SPONSORS: \$10,000 & Above

Platinum Level Sponsors Receive *Above and Beyond* Plaques presented at the Saturday Banquet

**GOLD SPONSOR: \$5,000 & Above**

**SILVER SPONSOR: \$2,500 & Above**

**BRONZE SPONSOR: \$1,000 & Above**

### All Sponsors Will Be Recognized

Recognition on the Conference Sponsor Sign at the Registration Desk  
Receive a Certificate Presented at Conference  
On-Site Convention Schedule  
Post-Conference Issue of FADRA News & Electronic News  
On the Website

#### THURSDAY, JULY 20

##### Board of Directors Meeting 1:30 – 5:30 PM

Opportunity to address BOD first 5 minutes of meeting and signage at event and sponsor recognition in Board Packets

☐ **Exclusive Sponsor: \$750**

##### FADRA Welcome Event: Captain Memo's Pirate Cruise

☐ **Exclusive Sponsor: \$2,500**

##### Transportation to Pirate Cruise

☐ **Exclusive Sponsor: \$1,000**

##### Speaker Sponsorships

Sponsor addresses attendees & introduces speaker, recognition in final program and on seminar signage at each talk.

- ☐ **Keynote Speaker: Ryan Falco.....\$1,750**
- ☐ **D.J. Harrington.....\$1,500**
- ☐ **Mike Kunkel.....\$1,500**
- ☐ **Lisa Samuel.....\$1,000**
- ☐ **Jeff Schroder.....\$1,000**
- ☐ **Joe Wright.....\$1,000**

#### FRIDAY, JULY 21

##### Exhibit Hall Grand Opening Food Sponsor

Recognition in Final Program, sponsor's name/logo on signage at the event, and name announced during event.

- ☐ **Exclusive: \$5,500**
- ☐ **2 Sponsors: \$2,500 each**

##### Exhibit Hall Grand Opening Beer Sponsor

Recognition in the final program, on beer serving cups, signage at the event and name announced during event.

☐ **Exclusive: \$2,000**

##### Friday Night Hospitality Sponsorship with Glass Giveaway

☐ **Exclusive: \$2,500**

Sponsor logo on collectible conference 16 oz. beer glass.

#### SATURDAY, JULY 22

##### General Membership Meeting

Recognition on program, seminar signage, and meeting agenda.

☐ **Exclusive - \$1,250**

##### Brunch with the Exhibitors

Recognition in final program, signage at event, on dinner napkins & marketing opportunity on tables.

- ☐ **Exclusive Sponsor: \$5,000**
- ☐ **2 Sponsors: \$3,000 each**

##### Refreshment Breaks: \$750 each

- ☐ **Friday, July 21**
- ☐ **Friday, July 21**
- ☐ **Saturday, July 22**

##### Prohibition Themed Banquet: Dinner Sponsorship

Sponsor recognition on signage, in final program, and name announced during event.

- ☐ **Exclusive Sponsor: \$7,500**
- ☐ **3 Sponsors: \$3,000 each**

##### Prohibition Themed Banquet Entertainment & Décor

Sponsor name/logo on signage at event, in onsite schedule, and name announced during event.

- ☐ **Exclusive: \$3,500**
- ☐ **2 Sponsors: \$2,000 Each**

##### Conference Bag / Back Pack

Sponsor name & logo on bag.

☐ **Exclusive: \$3,000**

##### Convention Lanyards/Badge Holders

☐ **Exclusive: \$2,000**

# 2017 FADRA Sponsorship Opportunities

**PLEASE FILL OUT INFORMATION COMPLETELY**

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

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

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

Street: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Date: \_\_\_\_\_

Sponsored Item: \_\_\_\_\_

Amount: \$ \_\_\_\_\_

**50% Deposit Due by June 12<sup>th</sup>**

**DEADLINE FOR ARTWORK, LOGOS & FINAL PAYMENT  
July 3, 2017**

**Make Checks Payable to: FADRA**

Payment by Check: \$ \_\_\_\_\_

Payment by Credit Card: \$ \_\_\_\_\_

Visa     MasterCard     American Express

*\*\*Additional \$5.00 processing fee on all CC transactions*

Print Name as it appears on Card: \_\_\_\_\_

Card #: \_\_\_\_\_ Verification Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please send payment with completed form to:

FADRA

Attn: Kim O'Dell, CMP

P. O. Box 770070

Winter Garden, FL 34777

**Or Fax: 407-614-8357**

***Thank you for your Sponsorship!***

**OFFICE USE ONLY**

Paid \$ \_\_\_\_\_

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

Date Received: \_\_\_\_\_