



## 2021 HEAT Tradeshow Exhibitor Check-List

To ensure that you have success as at the 2021 HEAT Tradeshow, please review the following check-list:

### **Required Material:**

- Booth Selected
- Exhibitor Contract Signed & Submitted – ***Due at Time of Booth Selection***
  - [CLICK HERE](#) if not submitted
- Exhibitor Day-Of-Event Booklet Submission Form – ***Due Friday, July 23***
  - [CLICK HERE](#) if not submitted
- Exhibitor Badges – ***Due Tuesday, August 17***
  - [CLICK HERE](#) to secure
  - Three Complimentary Badges / Booth
  - Additional Badge - \$100 (maximum of 4 badges per booth)

### **Additional Marketing Material (if purchased):**

- Super Listing Logo in day-of-event booklet – ***Due Thursday, July 29***
- Purchased a Half Page Ad in day-of-event booklet – ***Due Thursday, July 29***

### **Optional Material:**

- Email Marketing – Win \$50
  - **CFHLA will award \$50 to the exhibitor who sends the most creative email to their contacts.** In order to be considered for the \$50 prize, please forward **ONE copy of your email invite by Wednesday, August 11.** – Send to [kim.gordon@cfhla.org](mailto:kim.gordon@cfhla.org)
  - [CLICK HERE](#) for examples

### **Additional Exhibitor Information:**

- Purchase Electrical, Wifi, Extra Tables / Chairs, Etc; Shipping Information
  - GES Exhibitor Kit – [CLICK HERE](#)
- Book at Room at the Hilton Orlando – [CLICK HERE](#)

### **IMPORTANT TRADESHOW DATES:**

HEAT Orientation: Tuesday, August 10  
10:00am – 11:00am @ CFHLA Office

Exhibitor Set-Up: Tuesday, August 24  
2:00pm – 7:00pm @ Hilton Orlando

HEAT Tradeshow: Wednesday, August 25  
10:00am – 3:00pm @ Hilton Orlando