



YOUR TRADE SHOW, NOW STREAMING.

2025 SEFAA Trade Show Exhibitor Kit & FAQ

This guide contains everything you need to know as an exhibitor at the 2025 SEFAA Trade Show, from event logistics and exhibitor policies to food & beverage rules, available services, and creative ways to bring this year's TV show-inspired theme to life. Use this resource to prepare your booth, engage attendees, and make the most of your trade show experience!

Virtual Exhibitor Planning Info Session

Tuesday June 17 at 10:00am.

[Zoom Link](#)

Attendance Overview

- 400 - 500 Management attendees
- C-suite executives, Regional Managers, Property Managers, Maintenance Supervisors, Construction Managers, Maintenance Professionals, Leasing Managers

Exhibitor Passes

Transferring

Email events@sefaa.org with name and email of current and new representatives. SEFAA Office must be notified 48 hours prior to event start to prevent double billing.

Additional passes

Booths included two (2) exhibitor passes. The limit is (6) total exhibitors per booth (12 for double booth). If not purchased when selecting booth location preferences \$70.00 each.

Sponsors included passes:

Platinum - 6 total

Gold - 6 total

Silver - 4 total

Premier Partners (Non-sponsoring) - 4 total

Parking

- Carpooling is encouraged
- The Convention Center has a covered parking garage with a fee of \$20 which will be **PAY ON ENTRY**. Parking Garage accepts MasterCard, Visa, Discover and American Express (no cash).
- A link will be distributed to all attendees once available to purchase parking prior to arriving at the event.
- The Center is conveniently connected to the parking garage with covered, air-conditioned skywalk, on the 2nd level.

Load-In/Load-Out

Carts & Assistance

SEFAA and the venue DO NOT have carts or staff available to assist

- The most convenient way to access the Exhibition Floor is through the parking garage. The Center is conveniently connected to the parking garage with covered, air-conditioned skywalk, on the 2nd level.
- For large/ oversized load in needs larger than a standard elevator, please reach out to events@sefaa.org for further instructions



Food & Beverage

There is absolutely **NO OUTSIDE FOOD & BEVERAGE** allowed at the venue. This includes the following items that are NOT PERMITTED:

- Bottled Water
- Staff Meals - see Concession Cart Below
- Samples & Branded Bite-sized items (e.g.. **Mints**) - see Sampling info below
- **Cookies, Popcorn**
- **Any Alcohol**



In-booth Catering & Alcohol

Reach out to catering@ftlauderdalecc.com for most up-to-date menu options and rates

- Serving Alcohol is **STRICTLY PROHIBITED**. This requires a bartender from the Catering Department.



Concession Cart

There will be a concession cart available outside the Exhibition floor during Exhibitor Set-Up with coffee, lattes, cappuccinos, espresso, cold brews.

- The concession cart will also have croissants, muffins, soups, salads, sandwiches, fruit, parfaits, acai bowls, etc.
- This cart will be CASHLESS. Please plan accordingly.



Sampling & Branded Bite-Sized Items

Branded vessels & service-ware e.g. cups, napkins, etc. can be provided to the catering Department for serving.

Additional Services/ Options from SEFAA

Game Book

Attendees are required to visit featured booths to enter for the chance to win cash prizes

- If not purchased when selecting booth location preferences:
 - \$150.00 per exhibitor
 - Sponsors & Premier Partners are included

On-stage Raffle

Exclusive to Event Sponsors (not Premier Partners)

Lead Generation

Exhibitors will be able to scan QR Codes on Attendee badges populating a spreadsheet with attendee info, includes the ability to add notes

- If not purchased when selecting booth location preferences
 - Sponsors - included
 - Premier Partners (non-sponsoring) - \$150.00 per exhibitor
 - Members - \$300.00 per exhibitor
 - Non-members - \$500.00 per exhibitor

[Email Us](#)



Theme - A Guide for Exhibitors

This year's theme is GO SEFAA: Your Trade Show, Now Streaming. This theme blends the interactive and networking aspects of trade shows with the engaging and entertaining formats of popular TV shows. This approach transforms traditional exhibits into immersive experiences that feel like stepping onto a live TV set, making your brand more memorable and engaging for attendees.

How Exhibitors Can Bring This Theme to Life

Design Your Booth Like a TV Show Set:

Make your space resemble a set from a well-known television genre—newsroom, game show, late-night talk show, reality competition, or even a scripted drama.

- Use professional lighting, cameras, and branding elements to enhance the “on-air” feel.

Presentations Modeled After TV Formats:

- **Talk Show Style:** Host interviews with industry experts or company leaders, similar to "The Tonight Show" or "Good Morning America."
- **Game Show Format:** Engage attendees with quizzes, prize wheels, or challenges inspired by "Jeopardy!" or "Wheel of Fortune."
- **Reality Show Experience:** Showcase behind-the-scenes action, live product demonstrations, or customer success stories in a way that mirrors "Shark Tank" or "The Apprentice."
- **News Broadcast Style:** Present your latest products or industry trends as breaking news, with a host and field reporters.

Live Streaming & Social Media Integration:

- Broadcast key moments on social media platforms like LinkedIn, Instagram Live, or YouTube.
- Encourage attendees to participate by sharing clips, engaging with polls, or using branded hashtags.

Immersive Audience Participation:

- Allow attendees to become part of the "cast" by engaging with your booth.
- Create interactive elements such as green screens for attendees to “star” in their own promotional clips.

High-Quality Visuals & Storytelling:

- Use professional video content, animations, and storytelling techniques similar to TV shows to keep audiences engaged.
- Offer episodic content—short, digestible segments throughout the event to maintain interest.

Mood Board

Broward County Convention Center - Quick Links

Rules & Regulations

Security -
Allied Universal

Expo Company

Booth Catering &
Alcohol

Internet Services

Sampling

Audio Visual - Everlast

Fire Code & Safety
Requirements

Electrical - Edlen

Planning Guide

Booth & Decorator Items - EXPO

Exhibitor Service Department
305-751-1234 | info@expocci.com

- Furniture, Plants, Etc.
- Material Shipping & Storage
- Custom Booth Items
- Order by Monday, July 7, for discounted rates

Visit Website

