

# RENT-CHELLA

**Multifamily Festival & Trade Show**



**THURSDAY, AUGUST 7, 5:30-8:30PM**  
**CALOOSA SOUND CONVENTION CENTER**

**SCAN TO GET  
TICKETS!**



**Welcome  
First Timers!**



**Welcome  
Seasoned Pros!**



# PARKING, LOADING, & UNLOADING

Please **DO NOT PARK** (even for a quick unload) on the venue sidewalk, driveway or street entrances. This space is reserved for our food truck setup...  
and **violators will be towed.**





## WHAT'S INCLUDED?

### SINGLE BOOTH

Includes one 6' table, 2 chairs & tablecloth. Booth back drops should be **no wider than 8'**. Includes 2 exhibitor representatives & 2 food truck tickets.

### DOUBLE BOOTH

Includes two 6' tables, 4 chairs & tablecloth. Booth back drops should be **no wider than 16'**. Includes 4 exhibitor representatives & 4 food truck tickets.

### \*ADD-ONS\*

**MUST BE PURCHASED NO LATER THAN  
NOON ON MONDAY, 7/28!**

- Electricity: \$50
- Extra Exhibitor Representative: \$25
  - Includes 1 food truck ticket.





**NEW!** We are asking all guests to include their cell numbers on their business cards. We will take the stage at 8pm to announce the Best Booth and give you the signal to TEXT YOUR WINNER(S)!

**Winners will be instructed to race to your booth!**

Don't forget to bring a container to collect business cards for the drawings and have your prize or representation of your prize at your booth!

## **3:00 PM - 5:00 PM: Exhibitor Setup**

ALL EXHIBITORS must enter through main lobby for setup. Special equipment requests must be pre-approved for entrance at loading dock. Exhibitor packet including name badges & food tickets will be on your booth table.

## **5:00 PM - 5:30PM: Pre-Show Exhibitor Rally**

We'll be giving out final exhibitor instructions and getting you pumped up for SHOWTIME!!! Any last-minute requests should be completed by this time. Venue will have bulk drink tickets sales available for purchase during this time, should you wish to gift to attendees. Otherwise, bars will accept cash or credit cards. ATM onsite.

## **5:30 PM - 8:00 PM: Floor Opens for Property Guests**

You spoke and we listened! This year we will not be utilizing guest punch cards to verify that attendees have visited your booth for a cash prize from SWFAA. We have heard that this often takes away from meaningful conversations, so away they go! We know our property members always want to visit all booth to visit you and have chances to win prizes, so we have lifted that requirement.

## **8:00 PM - 8:30 PM: Exhibitor Prize Giveaways & Best Booth Award**

In an effort to reduce the timeline while still giving everyone an opportunity to giveaway prizes, this year we are changing it up! We are asking all guests to include their cell numbers on their business cards. We will take the stage at 8pm to announce the Best Booth and give you the signal to TEXT YOUR WINNER(S)! Winners will be instructed to race to your booth!

## **8:30 PM: Exhibitor Tear Down**

No booth tear down should start prior to your booth prize being awarded.

- **DÉCOR:** Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture.
  - Be mindful of keeping your booth items within your designated booth space
- **R.E.S.P.E.C.T. YOUR NEIGHBORS:**
  - Exhibitors may not use strolling entertainment, nor to distribute samples, promo items or other materials except from their own spaces.
  - Exhibitor Reps are not to participate in prize drawings nor take promo items from fellow exhibitor booths. All giveaways and promo items are for property staff clients and prospective clients.
  - Be mindful of noise as not to disturb the success of your neighbors.



- **GIVEAWAYS FOR DRAWINGS:** At 8:00pm, we will be announcing the Best Booth and signaling you to TEXT your winners. If you will be providing a giveaway, item should be present at your booth. You should also provide a container to collect cards. Only property members and their staff are eligible for prize drawings.
  - Winners will be required to respond to your text within 5-minutes stating that they are on their way to your booth to collect their prize.
    - Remember, they may have won prizes from other exhibitors, so actual arrival time may be delayed.
    - If you don't receive a confirmation text back from your winner within 5-minutes, you have 2 options:
      1. Draw another winner and text them.
      2. Hand-deliver prize to your winner at their office after the show.
- **BEST BOOTH:** A prize will be awarded to the best booth voted upon by attendees via QR code on each name badge. No exhibitor may offer compensation nor special favors for votes.
  - Best booth winner receives the annual Champion's Belt to display at their office until the 2026 trade show. They will also receive social media recognition and logo featured on top of the swfaa.org homepage through December 31, 2025!

- **NAME BADGES:** Exhibitor name badges must be worn at all times prior to and during Trade Show hours.
  - If you or a team member are in costume and the name badge takes away from your theme's aesthetics, no badge is necessary at your booth. However, they will need to grab it if they exit the floor space as it will be required for re-entry to the show. Bouncers at the door!
- **FOOD & BEVERAGE:** No outside food or beverage may be distributed to Trade Show Guests. Snacks/ candy permitted.
  - We'll have 2 food trucks stations out front where attendees may use their food tickets. They may also purchase extra items out-of-pocket. Each booth will accommodate options for special diets.
    - The Dawg Pound (burgers, hot dogs, etc.)
    - Taco Worx (tacos, burritos, etc.)
- **FIRE CODES:** As per the Fire Code of the City of Fort Myers, Florida, no doorways, fire pulls nor extinguishers may be blocked at any time. No flames permitted.
  - Smoking/vaping only permitted outdoors following posted distance from the building.

# ONSITE HOTEL ACCOMMODATIONS

## LUMINARY

HOTEL & CO. MARRIOTT

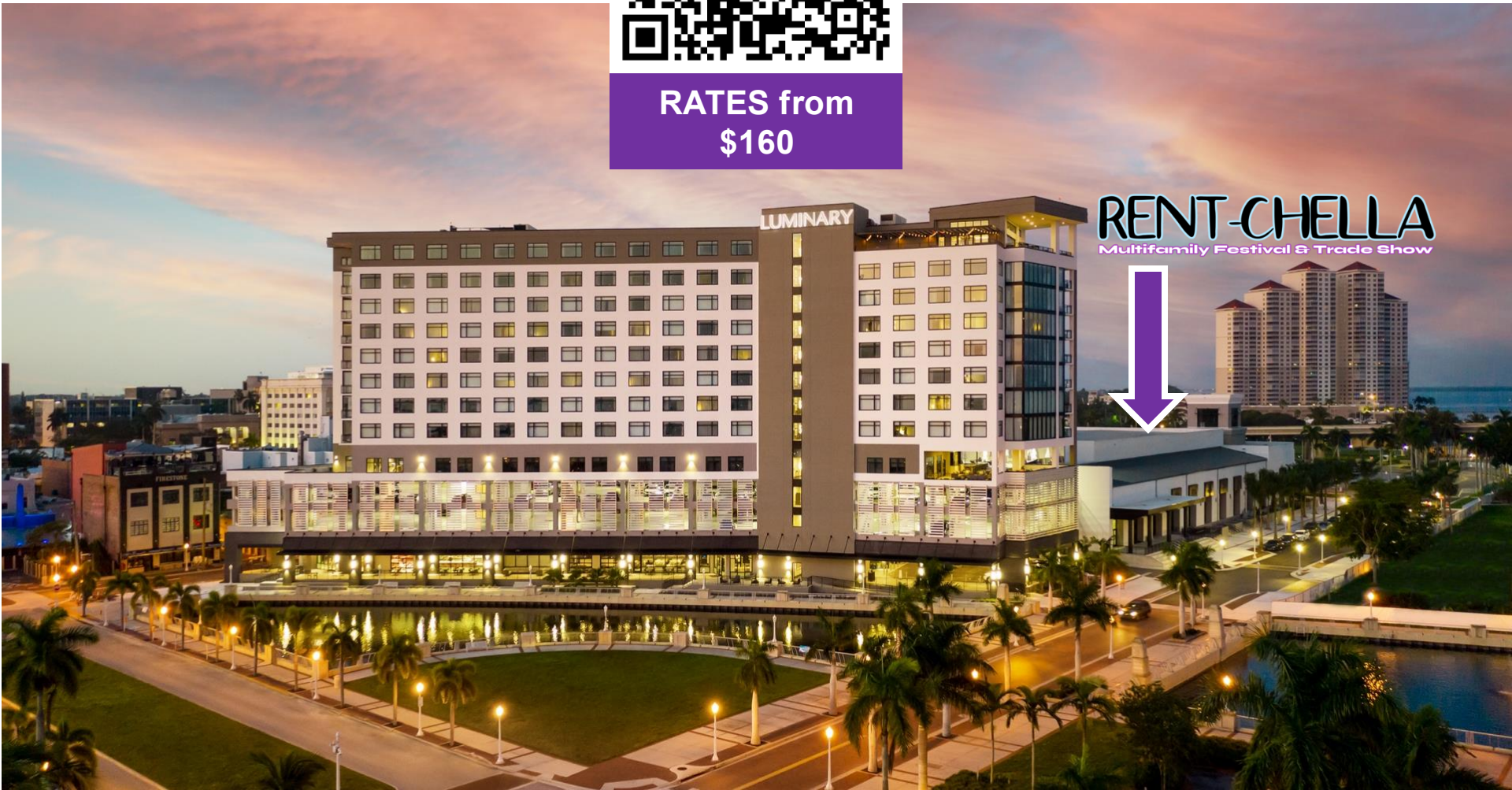
AUTOGRAPH

COLLECTION™



RATES from  
\$160

CALOOSA FORT MYERS  
FLORIDA  
CONVENTION CENTER  
& AMPHITHEATER **SOUND**



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