



Frequently Asked Questions

The following are frequently asked questions covering exhibit costs, fees and setup at the Backyard Living showroom, Jacksonville, FL. For further information see the Exhibitor Package and other information on our web site <http://www.backyardliving.us/exhibitorpack.html>

How Can I Justify the Exhibit Cost?

Compare your display costs at Backyard Living with other advertising costs. Use our services only if:

- 1) You understand the market advantages of our service for your product.
- 2) You estimate an obvious return on investment.

Can I Include Commission On Products To Offset My Costs?

In most cases, commissions are not considered. Products at the showroom relate to large backyard improvements. The time from sale to payment is a long and changing process. We believe it is more cost effective for exhibitors to pay a flat fee rather than for either of us to keep track of commissions.

When Is the Showroom Open?

Our web site will post the showroom hours – currently 10:00 am to 5 pm everyday but Sunday. All other times are by appointment.

What Makes Your Exhibits Different?

Our showrooms combine a number of unique market advantages –

- 1) All products and services are dedicated to energy and water conservation.
- 2) Most products maintain a top, or very high rating position, in their respective industries.
- 3) We display real outdoor conditions for products and backyard applications. If things don't work right, we've seen it happen before you - and advise you of our experiences.

Is “Being Green” Required?

No – but we think it is a ‘no-brainer’. Once you investigate the business advantages associated with sustainable management practices, we will let you decide what’s best for your company’s direction.

Who Maintains the Exhibit?

Backyard Living management will review all exhibits for conformance to agreed standards and contracts. When executed, a vendor contract for space will govern individual spaces.

Who Sells My Product(s)?

Backyard Living maintains a full-time professional sales staff at the showroom. At your direction, sales information is presented to potential customers. Unless otherwise provided, sales contracts are written between customers and exhibitors only.



Contractor / Exhibitor

Do I Own My Display?

Yes. If the fee for vendor space is past due, the value of display materials may be considered in a final resolution for payment.

What Happens If Things Don't Work-out The Way You Say?

We do not guarantee an increase in sales, customer activity nor lead generation from displaying at our outdoor showroom. Our goal is to improve your business opportunities. If we fall short of your expectations or your goals, please advise us early-on. Our hope is we can reconcile any differences and move forward as professionals and good neighbors.

What Does It Cost to Exhibit?

A fee structure explanation is included in the exhibitor package. Simply stated the fees are as follows:

- | | |
|------------------------------------|-----------------|
| 1) Product Display w/ lead service | \$150 per month |
| 2) Vendor Exhibit Space | \$350 per month |
| 3) Primary Anchor Exhibit Space(s) | \$500 per month |



Exhibitor Services

Backyard Living provides a low cost resource for a number of services to help market exhibitor products. The following services are provided with an exhibitor lease agreement. Additional services may be contracted monthly (per location).

Descriptions	Anchor	Exhibitor	Product
Exhibit Space (per product type)	■	■	■
New Market Training	■	■	■
Professional Sales Assistance	■	■	■
Energy & Conservation Training	■	■	■
Lead Service			
Qualified lead email service	■	■	■
Lead database service	■	add	n/a
Design Center Presentation			
Portfolio only	■	■	add
Designs and worksheet options	■	add	add
Signage			
Banner location choice	■	■	add
Property sign inclusion	■	add	add
Advertising Coops			
Discounts on standard media rates	■	■	■
Inclusion in email campaigns	■	add	add
Digital Graphic Assistance			
Free graphic revisions (10)	■	■	add
Free pdf creation (5)	■	add	add
Web Site Additions			
Search position on location web page	■	■	add
Banner inclusion	■	add	add



Exhibitor Services

Exhibit Space – Lease agreement based on space requirements to display your product and typical sale or contract with the customer.

New Market Training Space – Niche market training is provided by trade industry professionals to increase your selling opportunities. Many products have community demonstration opportunities.

Professional Sales Assistance – Design Centers and Showroom locations are provided with professional experts and team resources to 'say yes' to any size backyard project.

Energy & Conservation Training – Product and quality control reviews performed by Backyard Living will provide additional marketing opportunities.

Lead Service – Each customer is offered individual assistance. Lead information is forwarded to exhibitors and a data base is summarized monthly. A separate lead only service is available.

Design Center Presentation – Each Design Center and Showroom is equipped with presentation kiosk software. Individual products, design software, and worksheets can be customized for individual exhibitors.

Signage – Use of signs and banner locations is prioritized each month. Road and/or property sign space is available per local sign code requirements.

Advertising Coops – We extend discount rates on Print, Web searches, radio & TV and other advertising opportunities. Backyard Living executes email marketing presentations for participating exhibitors.

Digital Graphic Assistance – We offer a FREE graphic touchup service, to prepare your logos and pictures for digital advertising.

Web Site Additions – A standard web page presentation is prepared for each exhibitor.



Contractor / Exhibitor

Exhibitor Evaluation Process

The following is a checklist used as guide to evaluate potential contractors, exhibitors and display vendors supplying services at Backyard Living:

Review (ck)	Category	What To Look For			
	Stability	Years in business, company size			
	Stability	Contractor & business licenses			
	Stability	Insurance Certificates			
	Reputation	Local business memberships			
	Reputation	Awards			
	Reputation	Trade & Industry memberships			
	Reputation	Testimonials			
	Professionalism	Defined Agreement			
	Professionalism	Defined Scope of Work			
	Professionalism	Qualified Price			
	Professionalism	Guarantees			
	Workmanship	Purchasing Warranties & Freight Reports			
	Workmanship	Installer Conduct Agreement			
	Workmanship	Completed Photos			
	Workmanship	Warranty instructions			
		TOTAL			