



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/exhibit>

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 |



Contractor / Exhibitor

Presentation Points – Product Focus

Full-time home & patio show – energy and water conservation emphasis, open year-round --

Specialties:

- Decking Surfaces
- Waterfront Property
- Local Craftsmen

Outdoor Showroom -- for personal property owners – for industry professionals – full time sales staff -- high traffic location (30,000 cars each day) – night lighting on focal points

Companies Are Looking To Reset Priorities and Find New Marketing Niches

- 1) “Do the Right Thing “ – Green Building & Sustainable positioning
- 2) Use Backyard Living Experience and position to explore new markets
- 3) Help Retain old customers with innovation
- 4) Show Industry Leadership

Product Demonstrations for --

- 1) Feature contractor applications
- 2) Long term effects from exposure to local conditions
- 3) Effectiveness of energy and water conservation systems

Develop ‘a blurb’ About Your Product Application (emphasize ‘GREEN’)

Review and Report – web based and real time monitors (sensors) for test and product reporting



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			