



Manufacturer / Exhibitor

Frequently Asked Questions

The following are frequently asked questions referencing company commitment and alliances at the Backyard Living showroom, Jacksonville, FL. For further information visit the web site exhibitor index <http://www.backyardliving.us/exhibit>

What Can You Do For Me?

We develop a number of marketing opportunities for niche product manufacturers interested in promoting 'green' and sustainable practices for their company. Promotions include working product demonstrations for property owners and dealers, R&D funding opportunities, ongoing displays for prototypes, sales, distribution, and collection centers.

Why Should Our Company Consider Green / Sustainable Marketing?

Some might say 'doing the right thing' is your reward. In a more broad view -- promoting company quality to customers never goes out of style. Like good safety and production control, there is always a way to improve your company's efficiency. In today's building industry, 'green' management practices translate into market opportunities. They also reflect real cost savings (for both you and your customers).

Why Should Our Company Consider Jacksonville, FL?

Jacksonville has a number of advantages for green building products. In our opinion, it is quickly becoming 'the center of clean waterfront building world'. [View a top ten list](#). The expanded activity of JAXPort, recent local legislative commitments, the abundance of actual projects, and the SE geographic location --- all contribute to market growth. As well, [Jacksonville has Backyard Living](#).

Who Visits Your Showroom?

In a general sense anyone interested in building improvement applications, More specifically:

- Home property owners
- Commercial property owners
- Water conservation customers
- Energy conservation customers
- Clean waterfront developers
- Green building developers
- Environmental educators and professional



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What Should We Do First?

On the one level, simple due-diligence on green building practices will render a call-to-action for your company. We can help you with those resources. Secondly, compare the effectiveness of your current advertising methods with space at our outdoor showroom. We believe we offer the best bang and the best results for your investment

Are Your Marketing Methods Cost Effective?

Our showrooms combine a number of unique market advantages –

- All products and services are dedicated to energy and water conservation.
- All products are offered through local manufacturing or distribution
- Most products maintain a top, or very high rating, in their respective industries.
- Prototype and field results are observed before expensive certification processes. We review 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.
- We develop training and community demonstrations to expand awareness.
- We investigate the most cost effective advertising methods for local dealers and help them track results.

Does My Company Qualify?

Once you investigate the business and marketing advantages our process brings to your company, you will already have an idea of how your products fit. Commitment and dedication to sustainable practices will fill-in the blanks. Our display programs are not a test – they are independent and voluntary.

What's The Process?

Local dealers and product representatives can display product at the outdoor showroom by signing an agreement for vendor space. Projects and leads produced from showroom demonstrations are coordinated by Backyard Living management. Exhibitors have access to project information as it relates to their products. If your product is a primary component, you can choose a project management role and assist the customer further. If your company does not have representation in the Jacksonville area, we can assist you by screening dealer and contractor opportunities.

How Do I Fast-Track My Involvement?

Company's who offer market incentives to their dealers (i.e. advertising coop or trade show budgets) are well positioned to join a marketing alliance and begin involvement in our projects. Additional marketing opportunities which help expose Backyard Living goals are reviewed with your marketing staff, which can increase customer activity.



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Manufacturing and Distribution Advantages

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

Highlights:

- Physical location for material (inventory)
- Managed by professional staff
- Retail and commercial market exposure
- Niche building industry exposure
- Community Involvement
- Community (Recycling) Collection Center

Markets -- for personal property owners – for industry professionals –

Jacksonville site includes

- High traffic location (30,000 cars each day)
- Positioned in high growth area
- Waterfront applications
- Night lighting on focal points
- Video and web-based and standard databases

Help Developing Resources for Your 'GREEN' Message

- Independent and current resources
- Comparison charting

Maintain Industry Creditability

- Trade Industry Publications
- Facilitator for Environmental Training / Workshops
- Professional Collaboration Center



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Manufacturer Evaluation Process

The following is a checklist used as guide to evaluate product manufacturers for alliances with Backyard Living:

| Review (ck) | Category | What To Look For | | | |
|-------------|-----------------|---------------------------------|--|--|--|
| | Stability | Years in business, company size | | | |
| | Stability | Industry Commitments | | | |
| | Stability | Certification History | | | |
| | Reputation | Trade & Industry Memberships | | | |
| | Reputation | Awards | | | |
| | Reputation | Testimonials | | | |
| | Professionalism | MSDS | | | |
| | Professionalism | Specification (Green) Format | | | |
| | Professionalism | Local Distribution | | | |
| | Professionalism | Warranty History | | | |
| | Site Specific | Waterfront History | | | |
| | Site Specific | Degree of Environmental Impact | | | |
| | Site Specific | Aid to Achieve Certification | | | |
| | Site Specific | Aid to Achieve Cost Reduction | | | |
| | | | | | |
| | | TOTAL | | | |