

SOUTH CAROLINA SOCIETY OF ASSOCIATION EXECUTIVES

*Annual Trade Show*

**DRIVING YOUR ASSOCIATION**

**FORE-WARD**

THURSDAY 2.8.18



**EXHIBITORS PROSPECTUS**

10 AM | SET UP | 3 PM DOORS OPEN

**COLUMBIA METROPOLITAN CONVENTION CENTER**

1101 LINCOLN STREET, COLUMBIA, SC

# SCSAE 2018 Trade Show General Information

## Show Date, Time, Place, Show Colors

Thursday, February 8, 2018

3:00 - 6:00 p.m. - Exhibit Hours

Ballroom, Columbia Metropolitan Convention Center,  
Columbia, SC

## Show Theme

"Driving Your Association FORE-ward"

## NEW TRADE SHOW INFORMATION

This year, SCSAE has removed the block option for areas, in order to focus on individual properties and what makes you unique. Each property will have a 10'x10' exhibit booth, but feel free to coordinate with other properties in your area as your booths will be on the same "street."

Cost of Booth Space**	Member	Non-Member
<b>Regular Booth -</b>	<b>\$475</b>	<b>\$675*</b>
<i>Price increases after 11/1/17</i>	\$575	\$775*
<b>Premium Booth -</b>	<b>\$575</b>	<b>\$775*</b>
<i>Price increases after 11/1/17</i>	\$675	\$875*
<i>Premium booths are designated on the layout.</i>		
<b>Table Top Exhibit -</b>	<b>\$100</b>	<b>\$200*</b>
<i>Price increases after 11/1/17</i>	\$150	\$250

\*Non-member fees include SCSAE membership.

**All 2017 exhibiting SCSAE members are eligible for a discounted booth rate of \$425 if registered AND paid by November 1, 2017.**

\*\*Exhibit fees include 10' x 10' booth, sign bearing name of the exhibitor and booth number, one six-foot draped and skirted table, and 2 chairs. The Ballroom at the Columbia Metropolitan Convention Center is carpeted and you will not need to purchase carpeting. **Arrangements for decorating materials may be made through PRX, the trade show decorator.** Following receipt of paid contract, exhibitors will receive order forms for decorations.

## Booth Configurations

**Standard booth:** 10' x 10' in a straight line and may not exceed 8' in rear height

**Wall booth:** Any booth with a height above 8' will only be allowed adjacent to the back, permanent wall.

**Height restriction:** Height is restricted to 8', including balloons used as decorations, with the exception listed above.

**\*Height restriction at aisles for all booths is 4 feet.**

**Sound Devices: Must be approved in advance by Trade Show Committee.**

## Contract Deadlines

The early bird deadline ends November 1, 2017, so please be sure and send in your contract today! Booth space will be assigned on a first-come, first-served basis. SCSAE reserves the right to adjust the booth layout as needed. Cancellations received before December 30, 2017, will receive a 50% refund and must be received in writing. NO refunds will be issued after December 30, 2017, unless SCSAE is able to resell the space.

## Door Prizes & Contests

If you would like to donate a show prize to be given out during the trade show, please note that on your contract. Exhibitors are also encouraged to offer booth prizes for attendees. Please note: Individual booth prizes will not be announced by SCSAE, but you may post your winner on the SCSAE information board at the stage.

Door prizes will be drawn throughout the trade show starting at 4:30 p.m.

Awards will be given for Best Booth and Best Food Item so please be sure to decorate and get creative with your display!

## Food & Beverage

Exhibitors are strongly encouraged and allowed to serve food in their booths and SCSAE will award prizes for best food item. Food items may not be larger than a 1-2 oz single serving size.

PLEASE NOTE: Exhibitors will not be allowed to serve alcoholic beverages from their booths.

## Tentative Schedule

Thursday, February 8, 2018

9:30 a.m. - 2:30 p.m.	Exhibitor Setup
3:00 p.m.	Trade Show Opens
4:30 p.m.	Door Prize Drawings Start
5:45 p.m.	SCSAE 2017 Trade Show Awards
6:00 p.m.	Trade Show Ends
6:00 p.m. until	Exhibitor Breakdown

## Trade Show Contacts

Andi Rawl, SCSAE

Sherri Cox, SCSAE

PO Box 8205, Columbia, SC 29202

Telephone (803) 888-6879

Email: info@scsae.org

Website: www.scsae.org

# SCSAE 2018 Trade Show General Information

**1. Reservation for space:** The trade show will be a planned layout designed to mimic the southeastern region. Group blocks are not able to be purchased this year, however, SCSAE will group exhibitors by region. SCSAE reserves the right to adjust the layout of the show if necessary. The early bird deadline is November 1, 2017.

**2. Payment and cancellation policy:** Exhibit fees must be paid in full with signed contract. Cancellations received before December 30, 2017, will receive a 50% refund and must be received in writing. NO refunds will be issued after December 30, 2017, unless SCSAE is able to resell your space.

**3. Liability:** The exhibitor agrees to protect, save, and keep the SC Society of Association Executives, the Columbia Metropolitan Convention Center and their representatives, employees, and agents forever harmless from any and all damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or the representatives, agents, or employees of the exhibitor or those persons acting under the express or implied authority of the exhibitor. Exhibitor also agrees to comply with all applicable terms, conditions, rules, and regulations of the Columbia Metropolitan Convention Center. The exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of his/her property, employees, agents, and guests.

The SC Society of Association Executives and the Columbia Metropolitan Convention Center any officer, agent, or employee thereof will not be liable for any loss, damage, or destruction of exhibitor's property for theft, fire, accident, or any other cause. The exhibitor also assumes full responsibility and liability for all injury to any and all persons or property caused by the exhibitor, its agents, representatives, or employees. The exhibitor will indemnify and hold harmless the SC Society of Association Executives and the SC State Fair, their members, directors, officers, agents, representatives, and employees against any and all liability whatsoever arising from any or all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees, or any other such persons. Please have your insurance agent or company provide proof of general liability coverage by issuing a certificate of insurance and naming SC Society of Association Executives (SCSAE) as an Additional Insured. Liability limits shall be at least \$1,000,000. A certificate of insurance must be in the SCSAE office on or prior to January 15, 2018, for each exhibit booth.

**4. Booth dimensions and limitations:** Standard booths (10' x 10' in a straight line) may not exceed 8' in rear height. Dividers may not exceed one half of depth of booth (from rear to front) at 8' height. Remaining divider may not exceed 4' in height. Full use of exhibit floor is permitted.

Height is restricted to 8' including balloons used as

decorations. Booths above 8' will only be allowed if the exhibitor is in a booth space that is adjacent to the back, permanent wall. Backdrops may not be removed from booths located in the center of a row.

Line of sight limitations: Exhibits must be constructed so as not to obstruct the view of adjoining booths. In addition, no signs, banners or archways over the aisles will be permitted. Exhibitors will not be allowed to alter the traffic flow as outlined by the enclosed diagram.

CVB exhibitors will be placed on the perimeter of the exhibit hall. Booth sizes are (20' x 10'). See diagram for layout and placement of CVB exhibit area.

**5. Exhibit set-up hours:** 8:00 a.m. - 2:30 p.m., Thursday, February 8, 2018. **All booths must be setup by 3:00 p.m. for judging.**

**6. Trade Show hours:** 3:00 - 6:00 p.m., Thursday, February 8, 2018. *Awards presentation will be held at 6:00 p.m. Awards will be given for Best Booth and Best Food Item. Criteria: visual presentation, use of theme, originality, audience appeal, personnel enthusiasm and effort.*

**7. Dismantling Hours:** Displays must not be dismantled until the close of the Trade Show (6:00 p.m.) on Thursday, February 8. All exhibits must be dismantled and removed from the exhibit area that evening.

**8. Prohibitions:** No gas or electrical cooking will be allowed in the booth. Exhibitors must confine their activities to their booth or block space. Exhibitors are prohibited from subletting booth space in any way.

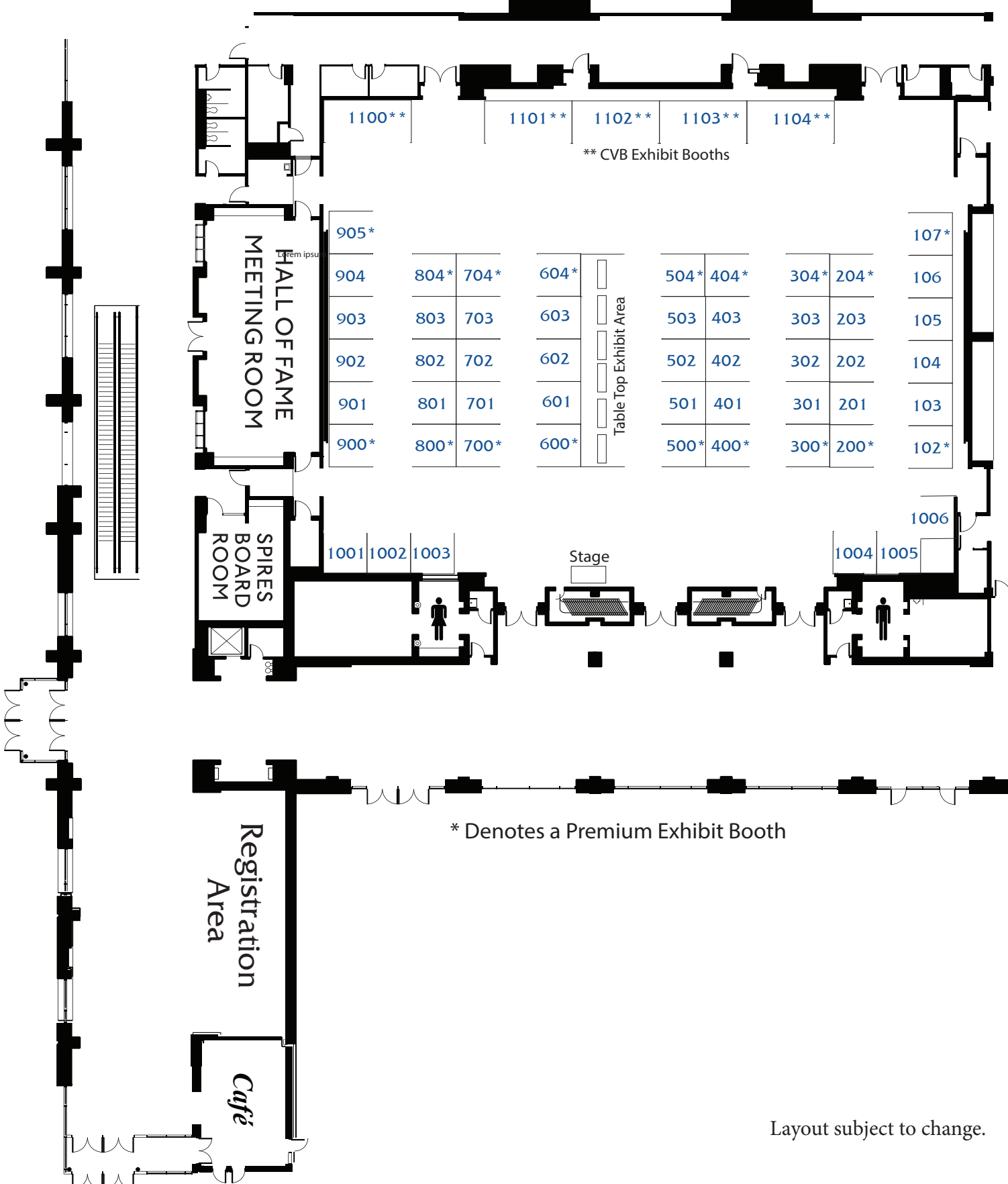
**9. Booth Sharing:** Booths will be limited to two representatives from the same property. Additional representatives from the same property will be required to pay a \$50 registration fee.

**10. Attendees:** SCSAE Regular members, meeting planners and other qualified personnel are invited to the show. Exhibitors are encouraged to invite their clients and other parties who will benefit from the Trade Show. Please be sure to notify SCSAE of any guests attending the show. **SCSAE Associate members not exhibiting are not permitted to attend the show.**

**11. Amendment to Regulations:** All matters and questions not covered by these regulations are subject to the decision of SCSAE. The SCSAE shall have sole authority to promulgate, interpret and enforce all rules and regulations, and to make any amendments necessary for the orderly conduct of the Trade Show.

# SCSAE Trade Show Exhibit Hall Layout

## Columbia Ballroom A-C



Layout subject to change.

# Exhibitor Registration Form

## 2018 SC Society of Association Executives Trade Show

### February 8, 2018

## Columbia Metropolitan Convention Center

Please print or type all information and return form with full payment to:  
SCSAE, PO Box 8205, Columbia, SC 29202.  
Questions? Please call SCSAE, (803) 888-6879.

**Company Information:** Please list information as you want it to appear in trade show publications.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Additional Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Company Description: Please provide a brief description (limit 50 words) of your company, the products and services to be exhibited or pertinent facts about your company. Have you recently renovated, do you have a new conference facility, do you have a new product? Share your information!

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Food to be Provided at Booth: \_\_\_\_\_

\_\_\_\_\_

Special Requests: (internet, etc.) Additional charges may apply and you will be billed actual costs by SCSAE .

\_\_\_\_\_

Are you offering a door prize at your booth? \_\_\_\_\_ Yes \_\_\_\_\_ No

Description: \_\_\_\_\_

Would you like to donate a door prize to the show? These door prizes will be drawn throughout the event and you will receive recognition at the Show. \_\_\_\_\_ Yes \_\_\_\_\_ No

Description: \_\_\_\_\_

Continued on reverse - Please complete both pages!

**Sponsorship Opportunities:** Sponsors will receive recognition in pre-show information, on the SCSAE website and at the show. Sponsorship is on a first-come, first-served basis and is open only to SCSAE member companies.

- Trade Show Bag Sponsor      \$500 (Exclusive Sponsorship - Logo on one panel with SCSAE logo on alternate side)
- Bar/Food Sponsorships      \$500
- Golf Hole Sponsor      \$100 (18 Sponsorships Available - participating exhibitors will be included on the trade show "score card" activity for attendees; they will visit your booth to check in and their score.)

**Booth Location:** Please mark your first, second and third choices of booth location. Please see the Rules and Regulations in this brochure for additional information regarding the reservation of space. SCSAE Trade Show Committee reserves the right to move booths if needed and the show will be arranged by geographic locations.

First \_\_\_\_\_                                  Second \_\_\_\_\_                                  Third \_\_\_\_\_

The committee will make every effort to group companies by region. CVBs: Please include all exhibitors to be included in your region: \_\_\_\_\_

**Exhibitor Fees:** Includes one 10' x 8 booth, sign bearing name of exhibitor and booth number, one six-foot draped and skirted table, and two chairs. Please note if you need additional tables. Please note: the CMCC Ballroom is carpeted.

	Quantity	Member	Non-Member	Total Due
Palmetto Partner	_____ x	no charge		<u>  N/A  </u>
2017 Exhibitor Rate	_____ x	\$425 must be received by 11/1/2017		_____
Regular Booth	_____ x	\$475	\$675	_____
After 11/1/2017	_____ x	\$575	\$775	_____
Premium Booth	_____ x	\$575	\$775	_____
After 11/1/2017	_____ x	\$675	\$875	_____
Table Top Exhibit	_____ x	\$100	\$200	_____
After 11/1/2017	_____ x	\$150	\$250	_____
Additional Attendee	_____ x	\$ 50	\$ 50	_____
Electrical Hook-up	_____ x	\$ 45	\$ 45	_____
Attendee Bag Sponsorship		\$500	n/a	_____
Trade Show Hole Sponsor		\$100	n/a	_____
Bar/Food Sponsor		\$500	n/a	_____
<b>TOTAL DUE WITH SIGNED CONTRACT</b>				<b>\$ _____</b>

Authorization: \_\_\_\_\_  
Signature of person authorizing company to exhibit at the 2018 SCSAE Trade Show                                  Title                                  Date

**Payment Method:**                                  \_\_\_\_\_ Check Enclosed                                  \_\_\_\_\_ Credit Card MC/V/AE

Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

**Cancellation Policy:** Exhibit fees must be paid in full with signed contract. Cancellations received before December 30, 2017, will receive a 50% refund and must be in writing. After December 30, 2017, refunds will only be offered if SCSAE is able to resell the booth location.

*For SCSAE Use:*  
 Date/Time Received: \_\_\_\_\_ Booth Assigned: \_\_\_\_\_