



**Palmetto Partners  
SPONSORSHIP PROGRAM  
2020-2021**

For More Information call 803.888.6879.

[www.scsae.org](http://www.scsae.org)

Dear SCSAE Member:

Thank you for your continued support of SCSAE and our programs! We are pleased to announce the continuation of the Palmetto Partners program for the coming year. We have seen great response from this program and hope that you will consider contributing as a Palmetto Partner.



This year we have added two happy hour events, one in November that is exclusively for Palmetto Partners and Associate Members and one in February that is open to all members. We have also added new benefits to the Titanium, Platinum, Gold and Silver levels so make sure to review all of your options before making your decision.

We have also made it easier for our Palmetto Partners to sign up for the Annual Trade Show and see the sponsorship opportunities available for the Annual Conference. You can sign up today so you get the best option and exposure for your company and pay now or closer to the time of the event.

After reviewing the enclosed sponsorship opportunities, we are sure you will be just as excited as we are about this program! Please complete the Palmetto Partners registration form with your chosen level of sponsorship and return to us by mail, or email, along with your membership investment.

Please contact us at the SCSAE office at (803) 888-6879 with any questions on how your company may become an SCSAE Palmetto Partner!

Sincerely,  
SCSAE



## Titanium Sponsor - \$6,000

### Valued at \$11,350

- Recognition at each membership luncheon
- Recognition as yearly sponsor in the Membership Directory
- Company representatives to receive ribbon recognition at all SCSAE events
- Mailing Labels twice per year \*upon request
- Three registration to the Annual Conference
- Table top at Annual Conference
- Up to three (3) Lane Sponsor at Annual Bowling Tournament
- Sponsor Logo on the back cover of the Trade Show program
- Sponsor Logo on the back cover of the Annual Conference program
- Trade Show booth (1 regular booth - up to 3 properties)
- Recognition at all SCSAE events
- Up to three (3) teams at Annual Bowling Tournament
- SCSAE membership (up to 3 individuals)
- Ability to be split membership among three properties within the same management group.
- Company logo to be included on all event-related email promotions with a link to company website.
- Banner Ad on SCSAE home page
- Logo recognition on the website
- One promotional email to be sent out to members
- Exclusive happy hour in November
- Exclusive reception at Annual Conference

## Gold Sponsor - \$4,000

### Valued at \$7,500

- Recognition at each membership luncheon
- Recognition as yearly sponsor in the Membership Directory
- Company representatives to receive ribbon recognition at all SCSAE events
- Mailing Labels once per year \*on request
- One registration to the Annual Conference
- Table top at Annual Conference
- Lane Sponsor at Annual Bowling Tournament
- Sponsor Logo on the back cover of the Trade Show program
- Sponsor Logo on the back cover of the Annual Conference program
- Trade Show booth (1 regular booth)
- Recognition at all SCSAE events
- Banner Ad on SCSAE home page
- One SCSAE individual membership
- Logo recognition on the website
- Exclusive happy hour in November
- Exclusive reception at Annual Conference

## Platinum Sponsor - \$5,000

### Valued at \$9,450

- Recognition at each membership luncheon
- Recognition as yearly sponsor in the Membership Directory
- Company representatives to receive ribbon recognition at all SCSAE events
- Mailing Labels twice per year \*upon request
- Two registration to the Annual Conference
- Table top at Annual Conference
- Up to two (2) Lane Sponsor at Annual Bowling Tournament
- Sponsor Logo on the back cover of the Trade Show program
- Sponsor Logo on the back cover of the Annual Conference program
- Trade Show booth in premier spot (1 regular booth)
- Recognition at all SCSAE events
- Up to two (2) teams at Annual Bowling Tournament
- One SCSAE membership (up to 2 individuals)
- Ability to be split membership among two properties within the same management group.
- Banner Ad on SCSAE home page
- Logo recognition on the website
- Exclusive happy hour in November
- Exclusive reception at Annual Conference

## Silver Sponsor - \$2,250

### Valued at \$5,000

- Recognition at each membership luncheon
- Recognition as yearly sponsor in the Membership Directory
- Company representatives to receive ribbon recognition at all SCSAE events
- Mailing Labels once per year \*on request
- One registration to the Annual Conference
- Table top at Annual Conference
- Lane Sponsor at Annual Bowling Tournament
- Name on the back cover of the Trade Show program
- Name on the back cover of the Annual Conference program
- Trade Show booth (1 regular booth)
- Recognition at all SCSAE events
- One SCSAE individual membership
- Exclusive happy hour in November
- Exclusive reception at Annual Conference

## Show Date, Time, Place, Show Colors

Thursday, January 21, 2021

3:30 - 6:00 p.m.

Ballroom, Columbia Metropolitan Convention Center, Columbia, SC

**Show Theme: THEME TO BE ANNOUNCED AT A LATER DATE**

## Important Trade Show Information

SCSAE will continue to operate without the block option 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."

## Tentative Schedule

### Cost of Booth Space\*\*

#### Regular Booth

Price increases after 10/1/20

#### Premium Booth

Price increases after 10/1/20

*Premium booths are end cap booths on each row.*

**Palmetto Partners Regular Booth** Included in sponsorship

#### Table Top Exhibit

(Table Top exhibits are not available to hotel properties with 50 or over hotel rooms)

### Member

\$475

\$575

\$575

\$675

Included in sponsorship

\$150

### Non-Member

\$675\*

\$775\*

\$775\*

\$875\*

\$350\*

### Thursday, January 21, 2021

9:30 a.m. - 3:30 p.m.

3:30 p.m.

5:00 p.m.

5:45 p.m.

6:00 p.m.

6:00 p.m. until

Exhibitor Setup

Trade Show Opens

Door Prize Drawings Start

SCSAE 2021 Trade Show Awards

Trade Show Ends

Exhibitor Breakdown

*\*Non-member fees include SCSAE membership.*

*All SCSAE member exhibitors who participated in the 2020 Trade Show are eligible for a discounted booth rate of \$425 if **registered AND paid by October 1, 2020**. After October 1, the price increases to the current member rate of \$575.*

*\*\*Exhibit fees include 10' x 10' booth, sign bearing name of the exhibitor and booth number, one six-foot skirted table or draped high top table, and 2 chairs. The Ballroom at the Columbia Metropolitan Convention Center (CMCC) is carpeted so you will not need to purchase carpeting. Arrangements for booth materials may be made through PRX, electricity will be coordinated directly with the CMCC. Following receipt of paid contract, exhibitors will receive information from PRX and the CMCC.*

## 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 perimeter permanent walls.

**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 October 1, 2020, 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, 2020, will receive a 50% refund and must be received in writing. **NO** refunds will be issued after December 30, 2020, 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 near 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.

**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 October 1, 2020.

**2. Payment and cancellation policy:** Exhibit fees must be paid in full with signed contract. Cancellations received before December 30, 2020, will receive a 50% refund and must be received in writing. NO refunds will be issued after December 30, 2020, 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, 2021, 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 back wall 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. - 3:00 p.m., Thursday, January 21, 2021. **All booths must be setup by 3:00 p.m. for judging.**

**6. Trade Show hours:** 3:30 - 6:00 p.m., Thursday, January 21, 2021. 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, January 21. 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.



Please make plans to be a part of the SCSAE Annual Conference. Please consider being a sponsor of this exciting event and get your company's name in front of these decision makers!

All sponsors will be recognized in promotional materials, in the annual conference program and with signage at the conference. Please see individual opportunities for additional recognition.

## **Awards Dinner Sponsor - \$3,500**

- Recognition as the sponsor Awards Dinner, including signage
- Opportunity to make comments (3-5 minutes) at the dinner
- Recognition in the annual conference program
- Includes two complimentary conference registration
- Complimentary Market Place table-top exhibit
- Opportunity to include marketing piece in attendee bags
- Company link on the SCSAE Annual Conference webpage
- Pre- and post-conference attendee list

## **Casino Night Sponsor - \$3,000**

- Recognition Casino Night Sponsor, including signage
- Guest Dealer Spot during Casino Night following Awards Dinner.
- Includes two complimentary conference registration
- Recognition in the annual conference program
- Complimentary Market Place table-top exhibit
- Opportunity to include marketing piece in attendee bags
- Company link on the SCSAE Annual Conference web page
- Pre- and post-conference attendee list

## **General Session & Keynote Speaker Sponsor - \$2,500**

- Recognition as the exclusive sponsor of the general session and keynote speakers, including signage
- Opportunity to make comments (5-7 minutes) at the opening general session (Monday) and keynote presentation (Tuesday)
- Includes two complimentary conference registrations
- Full page ad in the on-site conference program
- Complimentary Market Place table-top exhibit
- Opportunity to include marketing piece in attendee bags
- Company link on the SCSAE Annual Conference webpage
- Pre- and post-conference attendee list

## **Best in the Business Awards Luncheon Sponsor - \$2,500**

- Recognition as the sponsor of Best in the Business Awards Luncheon, including signage
- Opportunity to make comments (3-5 minutes) at the luncheon
- Recognition in the annual conference program
- Includes one complimentary conference registration
- Complimentary Market Place table-top exhibit
- Opportunity to include marketing piece in attendee bags
- Company link on the SCSAE Annual Conference webpage
- Pre- and post-conference attendee list

## **Welcome Reception Sponsor- \$2,500**

- Recognition as the sponsor Sunday evening Welcome Reception, including signage
- Recognition in the annual conference program
- Includes one complimentary conference registration
- Complimentary Market Place table-top exhibit
- Opportunity to include marketing piece in attendee bags
- Company link on the SCSAE Annual Conference webpage
- Pre- and post-conference attendee list

## **Awards Reception Sponsor- \$2,500**

- Recognition as the sponsor Monday evening Awards Reception, including signage
- Recognition in the annual conference program
- Includes one complimentary conference registration
- Complimentary Market Place table-top exhibit
- Opportunity to include marketing piece in attendee bags
- Company link on the SCSAE Annual Conference webpage
- Pre- and post-conference attendee list

## **Monday Night Awards Reception Sponsor - \$1,000**

- Recognition as Awards Reception Sponsor, including signage on bar
- Recognition in the annual conference program
- Company link on the SCSAE Annual Conference web page
- Pre- and post-conference attendee list

## **Casino Night Beverage Sponsor - \$1,000**

- Recognition as Casino Night Beverage Sponsor, including signage on bar
- Recognition in the annual conference program
- Company link on the SCSAE Annual Conference web page
- Pre- and post-conference attendee list

## **Hospitality Suite Sponsor Sunday - \$750**

- Recognition as the sponsor of the Sunday hospitality suite, including signage
- Recognition in the annual conference program
- Can include personalized items such as bev napkins, logo items, etc.

## **Casino Night DJ Sponsor - \$750**

- Recognition as Casino Night DJ Sponsor, including signage at DJ booth and Recognition in the annual conference program
- Company link on the SCSAE Annual Conference web page
- Pre- and post-conference attendee list

## **Monday Morning Break Sponsor - \$500**

- Recognition as the sponsor of the break, including signage
- Recognition in the annual conference program

## **Tuesday Morning Break Sponsor - \$500**

- Recognition as the sponsor of the break, including signage
- Recognition in the annual conference program

## **Conference Program Sponsorship**

- Full page ad in the conference program \$500
- Half page ad in the conference program \$250

## **Market Place Table Top exhibit \$350**

- Opportunity to have a six foot table top or high top table exhibit during the conference, Sunday – Monday

**CONTACT INFORMATION:**

Member Name: \_\_\_\_\_

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

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

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

Email: \_\_\_\_\_

Please note how you prefer company name to be listed: \_\_\_\_\_

**PALMETTO PARTNER SPONSORSHIP LEVEL (check one):**

- Titanium (\$6,000)     
  Platinum (\$5,000)     
  Gold (\$3,000)     
  Silver (\$2,250)

**TRADE SHOW SPONSORSHIP LEVEL (check one):**

- |  |  |
|--|--|
| <input type="checkbox"/> Palmetto Partner \$(0)                                      | <input type="checkbox"/> 2020 SCSAE Member Past Exhibitor Rate (\$425) |
| <input type="checkbox"/> Regular Booth Member (\$475, \$575 <i>After 10/1/2020</i> ) | <input type="checkbox"/> Trade Show Bag Sponsorship (\$500)            |
| <input type="checkbox"/> Premium Booth Member (\$575, \$675 <i>After 10/1/2020</i> ) | <input type="checkbox"/> Association "Sweetheart" Sponsor (\$100)      |
| <input type="checkbox"/> Table Top Exhibit Member (\$150)                            | <input type="checkbox"/> Bar/Food Sponsor (\$500)                      |
| <input type="checkbox"/> Additional Attendee (\$50)                                  |  |

**ANNUAL CONFERENCE SPONSORSHIP LEVEL (check one):**

- |   |  |
|---|--|
| <input type="checkbox"/> Awards Dinner (\$3,500 or host)                        | <input type="checkbox"/> Casino Night Sponsor (\$3,000)            |
| <input type="checkbox"/> Sunday Evening Welcome Reception(\$2,500 or host)      | <input type="checkbox"/> General Session & Keynote (\$2,500)       |
| <input type="checkbox"/> Best in The Business Awards Luncheon (\$2,500 or host) | <input type="checkbox"/> Monday Night Awards Reception (\$1,000)   |
| <input type="checkbox"/> Monday Morning Break (\$500)                           | <input type="checkbox"/> Tuesday Morning Break (\$500)             |
| <input type="checkbox"/> Hospitality Suite Sunday evening (\$750)               | <input type="checkbox"/> Market Place Table Top (\$350)            |
| <input type="checkbox"/> Conference Program Ad (\$500 – Full page)              | <input type="checkbox"/> Conference Program Ad (\$250 – Half page) |

**PAYMENT INFORMATION:**

Palmetto Partner Total: \$\_\_\_\_\_ Trade Show Total: \$\_\_\_\_\_ Annual Conference Total: \$\_\_\_\_\_ **TOTAL:** \$\_\_\_\_\_

- Bill me for everything at once     
  Bill me individually

Check     
  Credit Card - Number: \_\_\_\_\_ Exp: \_\_\_\_\_  
 (MC/VISA/AMEX)

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**The deadline for sponsorship commitment is June 1, 2020. Please email your logo in an esp. or ai. format to SCSAE with registration so that we may begin promoting your sponsorship as soon as possible. Please contact SCSAE should you wish to set up a payment schedule.**