

# EXHIBITOR & SPONSOR PROSPECTUS



# SSSA

**2020 TRADE SHOW**  
SEPTEMBER 24 - 25 • HYATT REGENCY GREENVILLE



# 2020 SCHEDULE OF EVENTS

## THURSDAY, SEPTEMBER 24

5:00 p.m. - 6:30 p.m.

Registration Open

5:00 p.m. - 6:30 p.m.

Welcome Reception

## FRIDAY, SEPTEMBER 25

8:00 a.m.

Golf Tournament - River Falls Plantation

11:30 a.m. - 9:00 p.m.

Registration Desk Open

11:00 a.m.

Downtown Greenville Tour

12:00 p.m. - 5:00 p.m.

Trade Show Setup

2:00 p.m. - 4:00 p.m.

**Membership Meeting & Company Spotlight**

Join us on Friday afternoon for an informative meeting regarding YOUR association. We will discuss the year in review, including member benefits, legislative updates and install the 2021 Board of Directors. You will also have the opportunity to talk openly with sign company and supplier representatives about important industry issues and take away ideas that may help improve your day to day operations.

4:00 p.m. - 5:30 p.m.

**The Three Mindsets and How They Impact Leading Through Change**

*Mike Rodriguez, MRI, LLC*

You've spent years developing your leadership strategy; Now the question is "does your culture really live it or are you just another team?" Through an engaging and inspiring presentation, Leadership strategist Mike Rodriguez will share key strategies to identify what is holding you back from becoming the organization your people deserve, and how to change by evaluating your viewpoint, planning, and execution.

*Mike Rodriguez is a leadership, business and life strategist featured on CBS, U.S. News & World Report, Fast Company, and Success magazine. He has trained over 100,000 people in many countries around the world and his clients include names like: Bank of America, McDonald's Corporation, the U.S. Federal Reserve Bank, Chick Fil A, Hilton Hotels, the U.S. Army, and many more.*

5:30 p.m. - 9:00 p.m.

Trade Show, Dinner, Awards & Silent Auction

## SPECIAL EVENTS

### GOLF TOURNAMENT

River Falls Plantation

100 Player Blvd

Duncan, SC29334

Join SSSA for a morning of networking and friendly competition.

River Falls features an exciting, 18 hole, Gary Player Signature golf course to challenge golfers of all skill levels. The lush, rolling fairways and Diamond Zoysia greens are bordered by the South Tyger River.

A box lunch is included and transportation is not provided. *All team pairings will be selected randomly (no requested pairings).*

**PRICE: \$60 per player**

**DEADLINE TO REGISTER: 9/11**

### DOWNTOWN GREENVILLE TOUR

"Greenville's downtown has long been one of the Upstate's most popular destinations for shopping, dining and entertainment, and over the past few years, has amassed a multitude of accolades and awards from national publications. *Livability* recently ranked it one of the Top 10 Best Downtowns in the country and *The New York Times* called Greenville "a national model for pedestrian-friendly city center."

Source: [greenvillesc.gov](http://greenvillesc.gov)

Join us for an afternoon of exploring all that downtown Greenville has to offer. The tour will be led by Linda Yopp and lunch will be provided by Z3 Graphics.

**PRICE: FREE - Must be registered to attend**

**DEADLINE TO REGISTER: 9/11**

# SPONSORSHIP OPPORTUNITIES

## EXHIBITOR

### **EXHIBITOR BOOTH PACKAGE - \$550**

Includes One (1) complimentary exhibitor rep registration (includes entry into Welcome Reception, Membership Meeting & Company Spotlight, Trade Show & Dinner).

### **ADDITIONAL EXHIBITOR REP REGISTRATION - \$150**

Includes entry into Welcome Reception, Membership Meeting & Company Spotlight, Trade Show & Dinner.

## SPONSOR LEVELS

**ALL SPONSORSHIPS WILL RECEIVE THE FOLLOWING BENEFITS, IN ADDITION TO THE ITEMS LISTED UNDER THE INDIVIDUAL SPONSORSHIPS:**

- Recognition in promotional E-Blasts
- Recognition on signage at the conference
- Recognition in-person at the conference
- Recognition on SSSA website
- Excel list of all SSSA Members to promote show specials

### **PREMIUM SPONSOR - \$500 (UNLIMITED SPONSORSHIPS AVAILABLE)**

- Trade Show Bag Insert

### **SUPPORTING SPONSOR - \$250 (UNLIMITED SPONSORSHIPS AVAILABLE)**

### **WELCOME RECEPTION SPONSOR - \$1,500 (UNLIMITED SPONSORSHIPS AVAILABLE)**

- 1/2 Page ad in Onsite Program
- Trade Show Bag Insert
- 3 minutes to address attendees during reception

### **TRADE SHOW DINNER SPONSOR - \$1,500 (UNLIMITED SPONSORSHIPS AVAILABLE)**

- 1/2 Page ad in Onsite Program
- Trade Show Bag Insert
- 3 minutes to address attendees during dinner

### **ATTENDEE TRADE SHOW BAGS - \$1,200 (SOLE SPONSORSHIP)**

- Trade Show Bag Insert

### **ATTENDEE LANYARDS - \$1,000 (SOLE SPONSORSHIP)**

- Trade Show Bag Insert

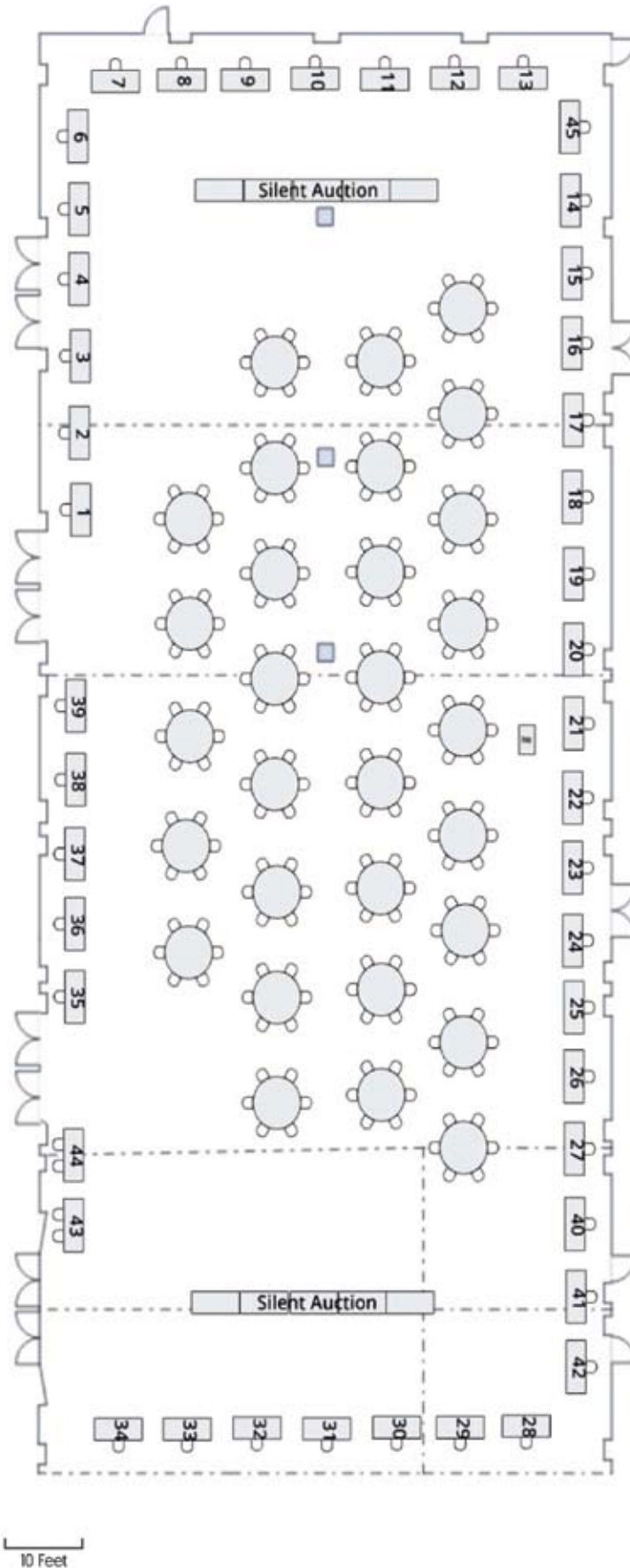
### **ATTENDEE MASKS - \$1,000 (SOLE SPONSORSHIP)**

- Trade Show Bag Insert

### **GOLF LUNCH SPONSORSHIP - \$800 (TWO SPONSORSHIPS AVAILABLE)**

### **GENERAL GOLF SPONSORSHIP - \$250 (UNLIMITED SPONSORSHIPS AVAILABLE)**

# EXPO HALL FLOOR PLAN



**FLOOR PLAN SUBJECT TO CHANGE WITHOUT PRIOR NOTICE**

# 2020 SSSA TRADE SHOW REGISTRATION FORM

## SEPTEMBER 24 - 25 | HYATT REGENCY GREENVILLE

*Please print legibly & complete all information requested. Please make copies of this form for additional registrants.*

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

<u>Check Each Option You Are Selecting</u>	<u>Registration Options</u>	<u>Additional Information</u>	<u>Amount</u>
<input type="checkbox"/>	Exhibitor Booth Package	Rep Name:	\$550.00
<input type="checkbox"/>	Additional Exhibitor Rep	Rep Name:	\$150.00
<input type="checkbox"/>	Golf Tournament	Player Name:	\$60.00
<input type="checkbox"/>	Downtown Greenville Tour	Name:	FREE
<input type="checkbox"/>	Premium Sponsor		\$500.00
<input type="checkbox"/>	Supporting Sponsor		\$250.00
<input type="checkbox"/>	Welcome Reception Sponsor		\$1,500.00
<input type="checkbox"/>	Trade Show Dinner Sponsor		\$1,500.00
<input type="checkbox"/>	Attendee Trade Show Bags Sponsor		\$1,200.00
<input type="checkbox"/>	Attendee Lanyard Sponsor		\$1,000.00
<input type="checkbox"/>	Attendee Masks Sponsor		\$1,000.00
<input type="checkbox"/>	Golf Lunch Sponsor		\$800.00
<input type="checkbox"/>	General Golf Sponsor		\$250.00
<input type="checkbox"/>	Company Spotlight		\$250.00
<input type="checkbox"/>	Spouse/Guest Ticket	Name:	\$85.00

**TOTAL AMOUNT DUE \$ \_\_\_\_\_**

**Booth Location Desired:**      1st Choice: \_\_\_\_\_      2nd Choice: \_\_\_\_\_      3rd Choice: \_\_\_\_\_

If possible, do not place our booth next to the following companies: \_\_\_\_\_

**PAYMENT INFORMATION:**

Check enclosed. Check # \_\_\_\_\_ (Please make checks payable to SSSA.) Check Amount \$ \_\_\_\_\_

Credit Card:       Visa       MasterCard       American Express      Charge Amount \$ \_\_\_\_\_

Credit Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_

(Vi/MC users: 3 digit number on back of card. Amex users: 4 digit number on front of card.)

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address & Zip Code \_\_\_\_\_

**WAYS TO REGISTER:**

- **ONLINE:** Go to southernstatessigns.org, click on the conference tab, then register online.
  - **EMAIL:** This form with credit card information to [christina@southernstatessigns.org](mailto:christina@southernstatessigns.org).
  - **MAIL:** Registration Form to: SSSA, 325 John Knox Rd, Ste L103, Tallahassee, FL 32303.
  - **FAX:** This form with credit card information to (850) 222-3019.
- Refund Policy:** Refund requests must be received in writing no later than **September 4, 2020**. No refunds will be given after this date. Registrations may be transferred. No refunds will be given for onsite registrations. **Special Needs:** Please call the SSSA office at (850) 205-5640 by **August 21, 2020** if you require any special accommodations or assistance, including dietary restrictions or allergies.

# HOTEL/MISC INFORMATION

## HOTEL INFORMATION



**Hyatt Regency Greenville**  
220 N Main Street  
Greenville, SC 29601  
**(864) 235-1234**

Make your hotel reservations directly with the Hyatt Regency Greenville by calling **(877) 803-7534**. Mention you are with SSSA to receive the special reduced rate of **\$175.00** a night for a Standard room. Be sure to make your reservations on or before **September 4, 2020!**

*Please continue your support of the SSSA Conference by staying at the Hyatt Regency Greenville, the appointed SSSA host hotel.*

**Please note:** The association can only reserve a certain number of rooms at the discounted rate. Once the room block is sold out, even if that day is prior to the cutoff date, a higher prevailing room rate will apply.

## COMPANY SPOTLIGHT

The company spotlight is open to four exhibiting companies on a first come, first serve basis (*additional fees required*). This is your chance to have a captive audience and present unique information about your company, products, services and anything you would like to showcase. You could even do a small product demonstration! Each presentation will be 20 minutes in length. SSSA will provide screen, projector and microphone if needed.

Beer and refreshments will be available during this afternoon session.

## SUPPORT THE SSSA SCHOLARSHIP PROGRAM

SSSA has a scholarship program, designed to provide financial awards to SSSA member company employees or dependent children of member company employees. Did you know that SSSA awarded twelve - \$1,000 scholarships in 2020 due to your support?

There are several ways to support this program. During this conference, we will hold a Silent Auction with all proceeds going to the scholarship fund. Please consider donating an item or two for this great cause!

A donation form can be found at [southernstatessigns.org](https://southernstatessigns.org).

In addition to donations, don't forget to bid on items during the dinner, trade show and reception on Friday evening. You could get some early holiday shopping done! We will also hold a 50/50 raffle, where half of the proceeds go to the winner and half go back to the scholarship fund.