

ATTENDEE REGISTRATION



SSSA

2021 ANNUAL CONFERENCE & EXPO

SEPTEMBER 30 - OCTOBER 2 • ROSEN SHINGLE CREEK



2021 SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 30

5:30 p.m. - 7:30 p.m.

Welcome Reception in Expo Hall

FRIDAY, OCTOBER 1

7:00 a.m. - 8:00 a.m.

Continental Breakfast in Expo Hall

8:00 a.m. - 12:30 p.m.

General Session/Expo Hall

8:00 a.m. - 9:30 a.m.

Welcome

Membership Meeting

Industry Panel

Moderator: Joe Livatino

Panelists: Matt DiSalvatore, Mike Paulin, Michael Seibert and Kenneth Soday

9:30 a.m. - 9:45 a.m.

Expo Break

9:45 a.m. - 10:45 a.m.

Begin with the End in Mind

George Rosen

During this session, attendees will learn the various steps that they should take in order to exit their business, such as identifying a successor or buyer, evaluating core and non-core activities, preferred financial presentation, closing, and post-closing/transition period factors that can all impact the final, realized price of the transaction.



George Rosen, Managing Director of Business For Sale Florida, has extensive experience in small business sales, mergers and acquisitions. George has been involved in hundreds of private business sales. In 1989, he helped guide a five-unit food and beverage chain through a turnaround

operation amounting in an increase in profitability of over \$3,000,000 and the subsequent sale of that chain.

Thereafter, George co-founded a site selection and lease negotiations firm specializing in multi-unit regional and national chain operations.

In November 2005, George joined the GP Holdings group of companies to take over operations for Business For Sale Florida's SBA 504 lending division and the Business Brokerage/M&A Division.

10:45 a.m. - 11:00 a.m.

Expo Break

11:00 a.m. - 12:30 p.m.

The Three Mindsets and How They Impact Leading Through Change

Mike Rodriguez, MRI, LLC

Sponsored by Reece Supply Company

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 is a multi-best-selling author who has written 13 books and over 70 articles. 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.

1:00 p.m. - 6:00 p.m.

OPTIONAL AFTERNOON ACTIVITIES:

Golf Tournament - Shingle Creek Golf Club

Andretti Indoor Karting

Pre-Registration/additional fees required

7:30 p.m. - 9:30 p.m.

Expo, Dinner, Awards & Raffle

SATURDAY, OCTOBER 2

8:30 a.m. - 12:00 p.m.

Tour of Poblocki Sign Company

Sponsored by Poblocki Sign Company

Pre-Registration is required

REGISTRATION/SPONSOR INFORMATION

ATTENDEE REGISTRATION

CONFERENCE REGISTRATION 1ST ATTENDEE - \$175 Member/\$250 Non-Member

Includes entry into Expo Hall (both days), Thursday Welcome Reception, Friday Presentations, & Friday Dinner.

CONFERENCE REGISTRATION ADDITIONAL ATTENDEE - \$150 Member/\$225 Non-Member

Includes entry into Expo Hall (both days), Thursday Welcome Reception, Friday Presentations & Friday Dinner.

SPOUSE/GUEST TICKET - \$85

Includes entry into Thursday Welcome Reception & Friday 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 attendees sent one week prior and after the conference

PREMIUM SPONSOR - \$1,000 (UNLIMITED SPONSORSHIPS AVAILABLE)

- Expo Bag Insert

SUPPORTING SPONSOR - \$500 (UNLIMITED SPONSORSHIPS AVAILABLE)

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

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

EXPO DINNER SPONSOR - \$1,500 (UNLIMITED SPONSORSHIPS AVAILABLE)

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

ATTENDEE EXPO BAGS - \$1,500 (SOLE SPONSORSHIP)

- Expo Bag Insert

ATTENDEE LANYARDS - \$1,250 (SOLE SPONSORSHIP)

- Expo Bag Insert

FRIDAY CONTINENTAL BREAKFAST - \$800 (UNLIMITED SPONSORSHIPS AVAILABLE)

- Expo Bag Insert

GENERAL GOLF SPONSORSHIP - \$500 (UNLIMITED SPONSORSHIPS AVAILABLE)

HOTEL/MISC INFORMATION

HOTEL INFORMATION

**Rosen Shingle Creek
9939 Universal Blvd
Orlando, FL 32819**

Make your hotel reservations directly with the Rosen Shingle Creek by calling **(866) 996-6338**. Mention you are with SSSA to receive the special reduced rate of **\$169.00** a night for a Standard room. Be sure to make your reservations on or before **September 8, 2021!**

Please continue your support of the SSSA Conference by staying at the Rosen Shingle Creek, 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.

COVID HEALTH & SAFETY INFORMATION

For the health and safety of all SSSA Annual Conference & Expo attendees, SSSA is complying with applicable health and safety requirements and CDC recommendations to hold the in-person event. We will need the assistance of all attendees to accomplish this as effectively as possible.

By registering for the SSSA Annual Conference & Expo, you agree for your safety and the safety of all attendees, you will not attend the event if you have any symptoms of illness or have had recent exposure to COVID-19. You will agree to engage in responsible health and safety conduct consistent with CDC recommendations both prior to and while attending the event. You will also agree to comply with all COVID-related procedures implemented by SSSA and the Rosen Shingle Creek, at the time of the event, including procedures related to mask-wearing and social distancing, refraining from activities that carry high COVID-related risk, or otherwise.

SPECIAL EVENTS

GOLF TOURNAMENT

Shingle Creek Golf Club
9939 Universal Blvd
Orlando, FL 32819

Join SSSA for an afternoon of networking and friendly competition.

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

PRICE: \$125 per player

DEADLINE TO REGISTER: September 22, 2021

ANDRETTI INDOOR KARTING

Join us for an afternoon of friendly competition, including bowling, indoor karting, XD Dark Ride and arcade games. Transportation is not provided.

PRICE: \$50 per attendee

DEADLINE TO REGISTER: September 22, 2021

TOUR OF POBLOCKI SIGNS

Poblocki Sign Company recognizes the growth and development that is occurring in Florida. Their experienced team is proud to be able to offer comprehensive interior/exterior packages that include master sign planning services as well as navigate complicated sign code/development regulations for their clients. Come tour their new manufacturing facility in Orlando!

Breakfast will be provided (Sponsored by Poblocki Signs). Transportation is not provided.

PRICE: FREE - MUST BE REGISTERED FOR CONFERENCE

DEADLINE TO REGISTER: September 22, 2021

2021 SSSA EXPO REGISTRATION FORM

SEPTEMBER 30 - OCTOBER 2 | ROSEN SHINGLE CREEK

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"/>	Member Registration 1st Attendee	Name:	\$175.00
<input type="checkbox"/>	Member Registration Additional Attendee	Name:	\$150.00
<input type="checkbox"/>	Non-Member Registration 1st Attendee	Name:	\$250.00
<input type="checkbox"/>	Non-Member Registration Additional Attendee	Name:	\$225.00
<input type="checkbox"/>	Golf Tournament	Player Name:	\$125.00
<input type="checkbox"/>	Andretti Karting	Name:	\$50.00
<input type="checkbox"/>	Poblocki Tour	Name:	FREE
<input type="checkbox"/>	Premium Sponsor		\$1,000.00
<input type="checkbox"/>	Supporting Sponsor		\$500.00
<input type="checkbox"/>	Welcome Reception Sponsor		\$1,500.00
<input type="checkbox"/>	Expo Dinner Sponsor		\$1,500.00
<input type="checkbox"/>	Attendee Expo Bags Sponsor		\$1,500.00
<input type="checkbox"/>	Attendee Lanyard Sponsor		\$1,250.00
<input type="checkbox"/>	Friday Continental Breakfast		\$800.00
<input type="checkbox"/>	General Golf Sponsor		\$500.00
<input type="checkbox"/>	Spouse/Guest Ticket	Name:	\$85.00

TOTAL AMOUNT DUE \$ _____

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.
- **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 8, 2021**. 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 **September 8, 2021** if you require any special accommodations or assistance, including dietary restrictions or allergies.