

# EXHIBITOR & SPONSOR PROSPECTUS



# SSSA

2022 ANNUAL CONFERENCE & EXPO

OCTOBER 6-8 • MARRIOTT WINSTON-SALEM/BENTON CONVENTION CENTER

# 2022 SCHEDULE OF EVENTS

## THURSDAY, OCTOBER 6

1:00 p.m. - 5:00 p.m.  
Exhibitor Registration/Move-in

5:30 p.m. - 7:30 p.m.  
Welcome Reception in Expo Hall

## FRIDAY, OCTOBER 7

7:30 a.m. - 8:30 a.m.  
Continental Breakfast in Expo Hall

8:30 a.m. - 12:30 p.m.  
General Session/Expo Hall

8:30 a.m. - 9:00 a.m.  
Welcome & Membership Meeting

9:00 a.m. - 9:30 a.m.  
Expo Break

9:30 a.m. - 10:30 a.m.  
**Be At Your Best Every Day: 5 Principles To Consistent Sales Success**

*Dave Fellman*

Whether it's your full-time job or just one of the many hats you wear as an owner or manager, you are a salesperson. So the question is, are you really functioning at your best in that role every day? It's easy to get sidetracked, to develop bad habits, and even bad attitudes. It's not always easy to maintain your enthusiasm and your commitment to growing your business.

This is a session that will help you to reboot, through 5 Guiding Principles:

- Have a business-building attitude
- Be all about customer service and customer maximization
- Don't make it all about price
- Time really is money, pay attention to how you're spending it
- If you have bad customers, do something about it!



Dave Fellman is the president of David Fellman & Associates, Raleigh NC, a sales & marketing consulting firm serving numerous segments of the graphic arts industry. He is the author of *Sell More Printing* and *Listen To The Dinosaur*, which

*Selling Power* magazine listed as one of its "10 Best Books To Read" in 2010. His articles on sales, marketing and management topics have appeared in a variety of industry publications, and he is a popular speaker who has delivered seminars and keynotes at industry events across the United States, Canada, England, Ireland, Australia and New Zealand.

10:30 a.m. - 11:00 a.m.  
Expo Break

11:00 a.m. - 12:30 p.m.  
**Professional-Grade Project Management**  
*Matt DiSalvatore - Vice President, Creative Signs, Inc. and Michael Seibert - Owner/Brother, The Sign Brothers*



Running a successful custom sign-shop requires input from a broad range of disciplines. From design, to permitting, to fabrication, to installation, there are many details that must be managed

to ensure a project runs smoothly. What systems does your shop have in place to ensure successful project management? Join us to learn about some of the sign industry's best practices for successful, scalable project management.

1:30 p.m. - 3:30 p.m.  
**ROAR Networking Event**  
*Pre-Registration/additional fees required*

7:30 p.m. - 9:30 p.m.  
Expo, Dinner, Awards & Raffle

## SATURDAY, OCTOBER 8

7:30 a.m. - 11:00 a.m.  
Exhibitor Move-out

8:30 a.m. - 10:30 a.m.  
**Tour of Z3 Letters & Signs**  
*Sponsored by Z3 Letters & Signs*  
*Pre-Registration is required*



**Z3 LETTERS & SIGNS**  
*Your Outsource Experts!*

# SPONSORSHIP OPPORTUNITIES

## EXHIBITOR

### **EXHIBITOR BOOTH PACKAGE - \$750 MEMBER/\$1,050 NON-MEMBER**

Includes One (1) complimentary exhibitor rep registration: includes entry into all conference activities, except ROAR Networking Event (additional fees are required). Tour of Z3 Letters & Signs is complimentary, but pre-registration is required.

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

Includes entry into all conference activities, except ROAR Networking Event (additional fees are required). Tour of Z3 Letters & Signs is complimentary, but pre-registration is required.

## 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

### **REGISTRATION DESK KICK PANEL SPONSOR - \$1,500 (SOLE SPONSORSHIP) - NEW THIS YEAR!**

- 1/2 Page ad in Onsite Program
- Expo Bag Insert

### **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

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

- Expo Bag Insert

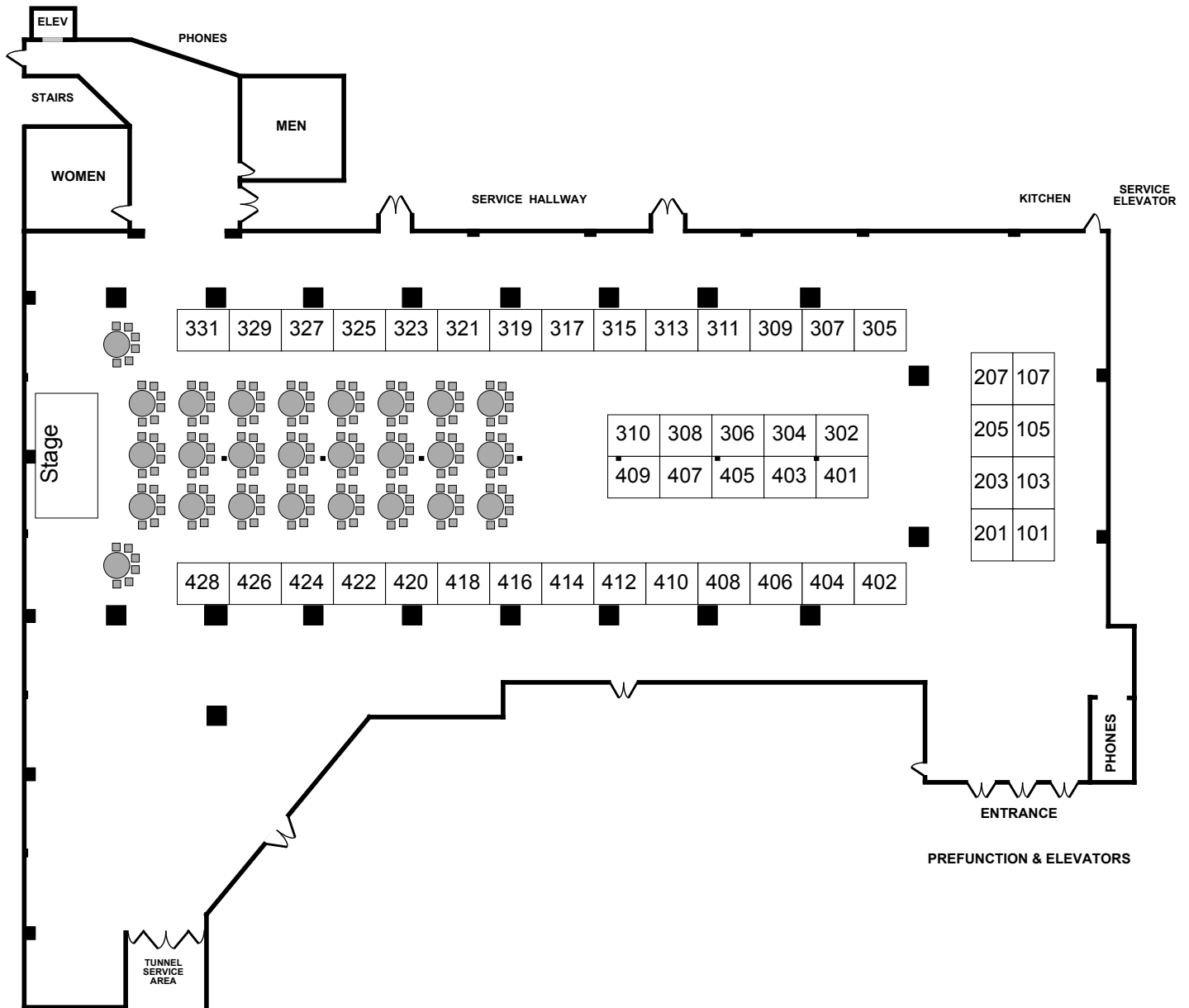
### **FRIDAY CONTINENTAL BREAKFAST - \$800 (UNLIMITED SPONSORSHIPS AVAILABLE)**

- Expo Bag Insert

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

### **ROAR NETWORKING EVENT SPONSORSHIP - \$500 (UNLIMITED SPONSORSHIPS AVAILABLE)**

# EXPO HALL FLOOR PLAN



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

# 2022 SSSA EXPO REGISTRATION FORM

## OCTOBER 6-8 | WINSTON-SALEM MARRIOTT/BENTON CONVENTION CENTER

*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 - Member	Rep Name:	\$750.00
<input type="checkbox"/>	Exhibitor Booth Package - Non Member	Rep Name:	\$1,050.00
<input type="checkbox"/>	Additional Exhibitor Rep	Rep Name:	\$150.00
<input type="checkbox"/>	ROAR Networking Event	Name:	\$65.00
<input type="checkbox"/>	Z3 Letters & Signs Tour	Name:	FREE
<input type="checkbox"/>	Registration Desk Kick Panel Sponsor		\$1,500.00
<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"/>	Premium Sponsor		\$1,000.00
<input type="checkbox"/>	Friday Continental Breakfast		\$800.00
<input type="checkbox"/>	Supporting Sponsor		\$500.00
<input type="checkbox"/>	ROAR Networking Event Sponsor		\$500.00
<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](http://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.

**Refund Policy:** Refund requests must be received in writing no later than **September 14, 2022**. 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 14, 2022** if you require any special accommodations or assistance, including dietary restrictions or allergies.



# HOTEL/MISC INFORMATION

## HOTEL INFORMATION

**Marriott Winston-Salem & Benton  
Convention Center**  
**425 North Cherry Street**  
**Winston-Salem, NC 27101**

Make your hotel reservations directly with the Marriott Winston-Salem by calling (800) 228-9290 or by [Clicking Here](#) to reserve online. Mention you are with SSSA to receive the reduced rate of \$169.00 a night for a Standard room. Be sure to make your reservations on or before September 14, 2022! Please continue your support of the SSSA Conference by staying at the Marriott Winston-Salem, 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 Winston-Salem Marriott/Benton Convention Center, 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

**ROAR Networking Event**  
**Friday, October 7**  
**1:30 p.m. - 3:30 p.m.**



ROAR is a classic reborn, just minutes from the hotel! Bring back the joy of the roaring 20's in this premier dining and entertainment destination. The event will include duckpin bowling, a variation of ten-pin bowling, with shorter lanes, a lighter ball and smaller pins. Developed near the turn of the century, this is an iconic game where the good times roll!

American bar food and non-alcoholic drinks will be provided. If you want additional food or alcoholic beverages, don't worry! ROAR has plenty of options including a 90 tap three story self-serve beer & wine wall, cocktails and more! Come join your friends and colleagues during this unique networking event.

**Pre-Registration/additional fees required.**

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**Tour of Z3 Letters & Signs**  
**Saturday, October 8**  
**8:30 a.m. - 10:30 a.m.**  
***Sponsored by Z3 Letters & Signs***  
**Pre-Registration required.**

## SSSA EXHIBITOR & SPONSOR RULES AND REGULATIONS

**CONTRACT FOR SPACE:** This application for exhibit space, the formal notice of space assignment by Management, these Rules & Regulations and the rules and regulations set forth in the EXHIBITOR'S Manual constitute a contract for the right to exhibit at SSSA's Annual Conference & Expo. EXHIBITOR also agrees to comply with the rules & regulations of the Winston-Salem Marriott/Benton Convention Center.

**EXHIBIT LIMITATIONS:** Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others, and must be constructed in compliance with Display Rules & Regulations as developed, including Endcap Restrictions, accepted and endorsed by IAEM, EDPA, ESCA, and IEA (copy provided with EXHIBITOR manual and available again upon request).

**SOUND:** SSSA exposition management reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited.

**OFFICIAL DECORATOR:** Hollins Exposition Services shall be the Official Decorator, Drayage Contractor and Labor Contractor for this event and shall have the exclusive right to supply all equipment, furniture, carpeting and decorating materials, drayage and non-technical manpower, on a rental basis to individual EXHIBITORS.

**BOOTH ASSIGNMENT:** EXHIBITOR shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity without notification to and approval of the Exhibit Manager. Exhibit Manager reserves the right to alter the location of exhibits as shown on the official floor plan, if it deems advisable and in the best interest of the show. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the exhibition area. NOTE: Exhibit Manager will withhold booth assignment until 50% of total payment is received.

**RIGHT OF REFUSAL AND/OR CANCELLATION:** SSSA Exhibit Manager reserves the right to cancel this agreement whenever it discovers that EXHIBITOR'S product is not as described in this agreement or is incompatible, in the opinion of SSSA with the purposes of SSSA. Contract for space may also be canceled if the EXHIBITOR'S demeanor is deemed inappropriate or disruptive by Exhibit Management.

**INSURANCE AND HOLD HARMLESS AGREEMENTS:** General comprehensive, liability and workers compensation insurance must be obtained by EXHIBITORS at their own expense, showing SSSA as additional insured. Proof of insurance must be submitted to SSSA upon request. The EXHIBITOR will indemnify, defend, and hold harmless SSSA, and its sponsors, the City, the Facility's owner and management, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of EXHIBITOR'S activities related to the exhibition or any breach of the EXHIBITOR Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the EXHIBITOR or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of SSSA, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

**LIMITATION OF LIABILITY:** EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL DAMAGES OR LOSSES TO SSSA, THE FACILITY, PERSONS OR PROPERTY THAT OCCUR AS A RESULT OF THE NEGLIGENCE OR ANY ACTIONS OF EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS DURING THE ENTIRE EXHIBITION PERIOD.

EXHIBITOR AGREES THAT TO THE MAXIMUM EXTENT PERMITTED BY LAW, SSSA, THE CITY, THE FACILITY AND ANY OF THEIR RESPECTIVE OFFICERS, AGENTS, EMPLOYEES OR REPRESENTATIVES WILL NOT BE HELD LIABLE FOR ANY LOSS OR DAMAGE TO ANY EXHIBITS, OR MATERIALS, GOODS OR WARES (COLLECTIVELY "PROPERTY") BELONGING TO THE EXHIBITOR, AND THEY ARE RELEASED FROM LIABILITY FOR ANY DAMAGE, LOSS OR INJURY TO PERSON OR PROPERTY OF THE EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS, RESULTING FROM FIRE, STORMS, WATER, ACTS OF GOD, ACTS OF TERRORISM, AIR CONDITIONING OR HEATING FAILURE, THEFT, MYSTERIOUS DISAPPEARANCE, BOMB THREATS OR ANY OTHER CAUSES.

**EXHIBIT OR ELIGIBILITY:** SSSA reserves the right to determine acceptability of applications for exhibit space. Applications and proposed exhibits will be accepted or rejected based on criteria including, but not limited to the product or service and the professional or educational benefit to the attendees and products or services consistent with the mission, purpose and goals of SSSA. Spatial constraints in the exhibit hall are also considered.

**FALSE ADVERTISING CLAIMS:** Exhibitor agrees to comply with the federal Lanham Act, including §43(a) (which is codified at 15 U.S.C. § 1125(a)). § 43(a) codifies the federal prohibition on false advertising and prohibits any use of a false or misleading description or representation in commercial advertising or promotion that misrepresents the nature, characteristics, qualities, or geographic origin of goods, services, or commercial activities."

**ATTORNEY FEES AND COSTS:** Should any litigation arise out of this contract, EXHIBITOR shall pay all costs and reasonable attorney's fees incurred by SSSA and/or the sponsoring organization, if SSSA and/or the co-sponsoring associations are the prevailing parties. This provision shall extend to the costs and attorneys' fees incurred at both the trial and appellate level.

**TAXES AND LICENSES:** EXHIBITOR shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the SSSA Show. EXHIBITOR shall be responsible for obtaining tax identification numbers & paying all taxes, license fees or other charges that shall be due to any governmental authority in connection with their activity at the Exposition.

**AGE RESTRICTIONS & STROLLER POLICY:** No children in strollers or children under the age of 15 will be allowed access into the exhibit hall during booth setup or during booth dismantling.

**FIRE, SAFETY AND HEALTH:** The EXHIBITOR agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators. The EXHIBITOR hereby represents and warrants to SSSA, that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

**DEFAULT BY EXHIBITOR:** EXHIBITOR shall be in default if it fails to pay at pre-identified dates the required sums under this agreement or breaches any of the provisions of this contract.

**UNOCCUPIED SPACE:** Exhibit Management reserves the right, should any rented EXHIBITORS' space remain unoccupied 2 hours prior to the published set-up day/ hours, or should any space be forfeited due to failure to make payment in full, to sell paid or unpaid space to another EXHIBITOR or use space for such purpose as it may see fit without liability on its part. This clause shall not be construed as affecting the obligation of the EXHIBITOR to pay the full amount specified in the space rental contract. Failure to make payment of the full amount specified in the Contract for Exhibit Space by the cut-off date constitutes cancellation by the contracting EXHIBITOR.

**EARLY TEAR-DOWN OR DISMANTLING:** EXHIBITORS agree by signing this contract that they will remain on the exhibit hall floor until the official close of the trade show, as published in their EXHIBITOR manual. Early tear-down or dismantling is prohibited. Any EXHIBITORS dismantling their booths prior to the scheduled time will be penalized a \$250 fine. This fine must be paid before the EXHIBITOR may apply to exhibit at future shows. Exhibits Management will monitor and enforce this rule.

**CANCELLATIONS AND REFUNDS:** In the event of cancellation by the EXHIBITOR, the following schedule of refunds will be followed: Refund of the total amount paid as of date of cancellation, less a \$50 administrative fee will be made if written cancellation is received by 9/14/2022. No refunds will be paid after 9/14/2022, unless the "paid-in-full" space is re-sold prior to the opening of the show. In that event, exhibit management will refund 50% of the booth fee within 30 days of the close of the show. If canceled at the discretion of the Exhibit Manager, the amount of refund (if any) will be determined by the Exhibit Manager at the time of cancellation. There will be no refunds for "No-Shows." Sponsors who wish to cancel must submit a written cancellation request to the SSSA office prior to 9/1/2022 to receive a full refund less a \$50 administrative fee. All sponsorship cancellation requests received after 9/1/2022 will receive a 50% refund of the fees paid, less all expenses for promotional items purchased for the sponsor by SSSA.

**EXCUSED NON PERFORMANCE /FORCE MAJEURE:** If for any reason beyond the reasonable control of SSSA, including but not limited to acts of God, pandemics, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings), facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, SSSA is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and SSSA may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the EXHIBITOR.

Additionally, if any part of the Facility is damaged or if circumstances beyond SSSA's reasonable control make it impossible or impractical for SSSA to permit EXHIBITOR to occupy or continue to occupy the assigned Exhibit space location during any part of or the entire exhibition, EXHIBITOR will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by EXHIBITOR. Furthermore, in no event will SSSA, the City, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature or for any reason whatsoever.

**AUTHORITY TO SIGN:** EXHIBITOR agrees that they have the requisite authority to enter into this Agreement and bind the company or party for whom they sign, and to abide and be bound by all of the terms, conditions, all EXHIBITOR Rules and Regulations stated under this Agreement, the EXHIBITORS' Manual, any schedules, or to any amendments to the same, all of which are integral to and incorporated by reference into this Agreement. All points not covered are subject to the decision of the Exhibit Manager. Further, EXHIBITOR agrees that SSSA will have full power in a matter of interpretation, amendment and enforcement of all EXHIBITOR Rules and Regulations. In all instances, SSSA's rulings will be final. All rights and privileges granted to EXHIBITOR under this Agreement and any subsequent amendments are subject to and subordinate to the master lease between the Southern States Sign Association (SSSA) and the Facility.

For more information, contact Lauren Asbell, CMP, SSSA Exhibit Manager, at  
**PHONE:** 850.205.5640

**EMAIL:** lauren@southernstatessigns.org