

EXHIBITOR & SPONSOR PROSPECTUS



SSSA

2019 TRADE SHOW

OCTOBER 10 - 12
HYATT REGENCY ATLANTA

2019 SCHEDULE OF EVENTS

THURSDAY, OCTOBER 10

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

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

FRIDAY, OCTOBER 11

10:00 a.m.
Topgolf Tournament
Additional fees required
Deadline to register: September 30th

10:00 a.m.
Georgia Aquarium Tour
Additional fees required
Deadline to register: September 23rd

11:30 a.m. - 9:00 p.m.
Registration Desk Open

12:00 p.m. - 5:00 p.m.
Trade Show Setup

2:30 p.m. - 5:00 p.m.
Membership Meeting & Company Spotlight
Join us on Friday afternoon for an informative meeting regarding YOUR association. We will discuss what we have accomplished since last fall and take a look at the future of SSSA. A representative from each member company will vote for the open seats of the 2020 Board of Directors. You will also have the opportunity to talk openly with sign company and supplier representatives about "what keeps you up at night?" Get advice from your peers and take away ideas that may help improve your day to day frustrations.

5:00 p.m. - 9:00 p.m.
Trade Show, Dinner, Awards & Silent Auction

SATURDAY, OCTOBER 12

9:30 a.m. - 11:00 a.m.
Mercedes-Benz Stadium Tour
Additional fees required
Deadline to register: September 30th

COMPANY SPOTLIGHT

The company spotlight is new this year and 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 2019 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.

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.

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

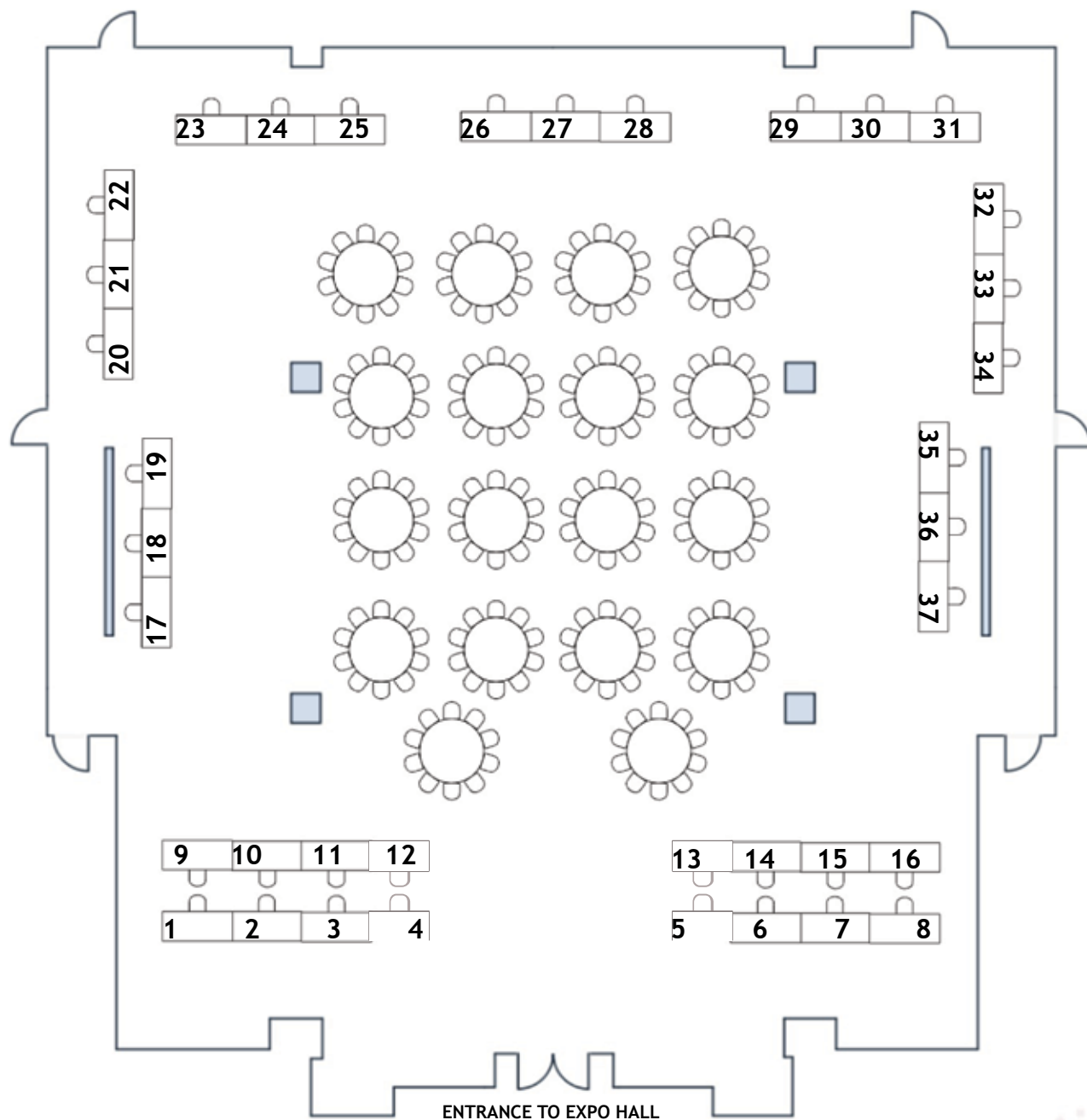
ATTENDEE LANYARDS - \$1,000 (SOLE SPONSORSHIP)

- Trade Show Bag Insert

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

2019 SSSA TRADE SHOW REGISTRATION FORM

OCTOBER 10 - 12 | HYATT REGENCY ATLANTA

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"/>	Topgolf Registration	Name:	\$70.00
<input type="checkbox"/>	Georgia Aquarium Tour	Name:	\$30.00
<input type="checkbox"/>	Mercedes-Benz Stadium Tour	Name:	\$10.00
<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"/>	Golf Lunch Sponsor		\$800.00
<input type="checkbox"/>	General Golf Sponsor		\$250.00
<input type="checkbox"/>	Company Spotlight	More information on Page 2	\$250.00

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.
- **FAX:** This form with credit card information to (850) 222-3019.
- **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 23, 2019**. 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 1, 2019** if you require any special accommodations or assistance, including dietary restrictions or allergies.

HOTEL & EVENTS INFO

HOTEL INFORMATION



Hyatt Regency Atlanta
265 Peachtree Street NE
Atlanta, GA 30303
(407) 577-1234

Make your hotel reservations directly with the Hyatt Regency Atlanta by calling **(888) 421-1442**. 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 23, 2019!**

Please continue your support of the SSSA Conference by staying at the Hyatt Regency Atlanta, 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.

SPECIAL EVENTS

TOPGOLF TOURNAMENT

Join SSSA for a morning of networking and friendly competition. Not a golfer? No problem, Topgolf is a game that anyone can play (and win). Prizes will be given out and lunch is provided.

PRICE: \$70 per player / DEADLINE TO REGISTER: 9/30



GEORGIA AQUARIUM TOUR

Tens of thousands of animals swimming in over 10 million gallons of water call the Georgia Aquarium home. See them for yourself through some of the largest viewing windows in the world.

PRICE: \$30 per person / DEADLINE TO REGISTER: 9/23



MERCEDES-BENZ STADIUM TOUR

Join us for a behind the scenes tour of the Mercedes-Benz Stadium, home to the Atlanta Falcons and the Atlanta United. The tour encompasses the architecture, engineering and technology of this remarkable building.

PRICE: \$10 per person / DEADLINE TO REGISTER: 9/30