



**Palmetto Partners
SPONSORSHIP PROGRAM
2021-2022**

For More Information call 803.888.6879.

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 the exclusive opportunity to be recognized as a Palmetto Partner at **both** the 2021 and 2022 Annual Conferences! This is the first time ever sponsors will receive double exposure. 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 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 Meeting for both 2021 and 2022
- Table top at Annual Meeting for both 2021 and 2022
- 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 for both 2021 and 2022
- Trade Show booth (1 regular booth - up to 3 properties)
- Recognition at all SCSAE events
- 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

Gold Sponsor - \$4,000

Valued at \$7,500

- Recognition as yearly sponsor in the Membership Directory
- Company representatives to receive ribbon recognition at all SCSAE events
- Mailing Labels once per year **upon request*
- One registration to the Annual Meeting for both 2021 and 2022
- Table top at Annual Meeting for both 2021 and 2022
- 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

Platinum Sponsor - \$5,000

Valued at \$9,450

- 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 registrations to the Annual Meeting for both 2021 and 2022
- Table top at Annual Meeting for both 2021 and 2022
- 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
- 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

Silver Sponsor - \$2,250

Valued at \$5,000

- 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 Meeting for both 2021 and 2022
- Table top at Annual Meeting for both 2021 and 2022
- 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

2022 SCSAE Trade Show: Thursday, January 20, 2022

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."

Cost of Booth Space**	Member	Non-Member
Regular Booth	\$475	\$675*
Price increases after 10/1/20	\$575	\$775*
Premium Booth	\$575	\$775*
Price increases after 10/1/20	\$675	\$875*
<i>Premium booths are end cap booths on each row.</i>		
Palmetto Partners Regular Booth	Included in sponsorship	
Table Top Exhibit	\$150	\$350*

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

Tentative Schedule**Thursday, January 20, 2022**

9:30 a.m. - 3:30 p.m.	Exhibitor Setup
3:30 p.m.	Trade Show Opens
5:00 p.m.	Door Prize Drawings Start
5:45 p.m.	SCSAE Trade Show Awards
6:00 p.m.	Trade Show Ends
6:00 p.m. until	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, 2021**. 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, 2021, 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, 2021, will receive a 50% refund and must be received in writing. NO refunds will be issued after December 30, 2021, 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, 2021.

2. Payment and cancellation policy: Exhibit fees must be paid in full with signed contract. Cancellations received before December 30, 2021, will receive a 50% refund and must be received in writing. NO refunds will be issued after December 30, 2021, 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, 2022, 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 20, 2022. **All booths must be setup by 3:00 p.m. for judging.**

6. Trade Show hours: 3:30 - 6:00 p.m., Thursday, January 20, 2022. 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 20. 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.

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"/> 2019 SCSAE Member Past Exhibitor Rate (\$425) |
| <input type="checkbox"/> Regular Booth Member (\$475, \$575 <i>After 10/1/2021</i>) | <input type="checkbox"/> Trade Show Bag Sponsorship (\$500) |
| <input type="checkbox"/> Premium Booth Member (\$575, \$675 <i>After 10/1/2021</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) | |

PAYMENT INFORMATION:

Palmetto Partner Total: \$_____ Trade Show 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, 2021. 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.

Please email to arawl@scsae.org or mail to P.O. Box 8205 Columbia, SC 29202.