

SCSHA 2021 EXHIBITOR & SPONSOR INVITATION

February 11-13, 2021

Embassy Suites

N. Charleston, SC



Fresh.

Focused.

Forward

Thinking!

www.scscha.net/exhibitor~sponsor~information

2021 SCSHA Convention ♦ February 11-13 N. Charleston, SC Join Us!

Exhibit Hall Hours - Tentative

Wednesday, February 11

4:00 pm - 5:00 pm	Executive Board Meeting
5:30 pm - 6:15 pm	Annual Business Meeting
7:00 pm - 9:00 pm	Convention Registration
7:00 pm - 9:00 pm	Exhibitor Setup

Thursday, February 12

6:00 a.m.	Exhibitor Setup
7:00 am - 5:00 pm	Registration Desk Open
7:00 am - 5:00 pm	Exhibits Open
8:00 am - 4:30 pm	Speaker Sessions
9:30 am - 10:00 am	Auction/Break
2:30 pm - 3:00 pm	Auction/Break
11:45 am - 12:45 pm	Lunch and Learn
11:45 am - 12:45 pm	Past Presidents Luncheon
4:45 pm - 6:15 pm	Poster Sessions

Friday, February 13

7:15 am - 5:30 pm	Registration Open
7:30 am - 4:30 pm	Exhibits Open
8:00 am - 5:00 pm	Speaker Sessions
8:00 am - 9:00 am	Student Breakfast
9:30 am - 10:00 am	Auction/Break
11:45 am - 1:15 pm	Awards Luncheon
11:45 am - 1:15 pm	Speaker Sessions
3:00 pm - 3:30 pm	Break/Auction Closes
4:30 pm	Exhibitor Breakdown
6:00 pm	SCSHA G.E.M.

Location and Hotel Information

5055 International Boulevard, N. Charleston, SC 29418

For additional information, visit www.scscha.net.

Exhibitor Checklist & Deadlines

December 4, 2020

- Early Registration Deadline to receive reduced fee

January 8, 2021

- Deadline for ads placed in the On-Site Convention Program
- Deadline for Recognition in the On-Site Convention Program
- Cancellation deadline (see below for details)

January 22, 2021

- Final registration deadline (not guaranteed a booth)

Contact Information

SCSHA Office

PO Box 1782

Columbia, SC 29202

Email: ljohnson@mpastrategies

Telephone: 803-528-5369

Other Important Information

- **Cancellations** received in writing, by mail or email, and no later than **January 8, 2021** will receive a 50% refund. After this date, your entire fee will be forfeited.
- **Exhibitor Kits/Shipping Info** will be sent prior to the event. Please review them carefully for shipping instructions.
- **Donations** are needed for the silent auction. Please consider donating a **gift card** or **merchandise**. Please check one of the boxes on the registration form
- **Register below on last page of this form**

Display Space & Marketing Opportunities

Display Space

Exhibit and Recruitment Display: \$500

Display space includes: one booth space, one skirted table, two chairs, pipe and drape, wastebasket and signage. Additional booth space may be purchased at the rate of \$400 per booth. This display space includes one complimentary Convention registration.

Home-Based: \$250 (\$200 if you are a SCSHA Member!)

Display space includes: one booth space, one skirted table, two chairs, pipe and drape, wastebasket and signage. A home-based business is defined as a business that is involved in direct selling of merchandise such as Discovery Toys, Tupperware, Usborne Books, Mary Kay, etc. This display space does not include one complimentary Convention registration.

Private Practice Display: \$300

Display space includes: one booth space, one skirted table, two chairs, pipe and drape, wastebasket and signage. This display space does not include one complimentary Convention registration.

Non-Profit Display: \$200

Display space includes: one booth space, one skirted table, two chairs, pipe and drape, wastebasket and signage. A non-profit exhibitor is defined as an organization exhibiting to promote “free” services or information for individuals with disabilities. Proof of non-profit status must be provided. This display space does not include Convention registration.

Unattended Exhibit/Brochure/Flyer Display: \$150

Includes a table to display your product, catalogs or printed materials (without a representative). Extra products or materials will not be returned. This display space does not include one complimentary Convention registration.

****You are responsible for electricity for your booth**
Form available by request**

Marketing/Sponsorship Opportunities

Convention Attendees Bags \$500

Provide Convention attendees with your company bag! Your bag will be distributed to all attendees and contain the On-Site Convention Program and other Convention materials. This is a first-come, first-served opportunity. As the exclusive bag sponsor, your company will be responsible to order and ship the bags as instructed by the SCSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Badges for Convention Attendees: \$400

Your company logo will be placed on all attendee badges. This is a first-come, first-served opportunity. As the exclusive badge sponsor, your company will be responsible to provide the logo for placement on the attendee badge. Sizing and email instructions will be provided with your exhibitor confirmation.

Lanyards for Convention Attendees: SECURED!

Provide the attendee lanyards that hold the attendees badges. The lanyards will be worn by all Convention attendees. This is a first-come, first-served opportunity. As the exclusive lanyard sponsor, your company will be responsible to order and ship the lanyards as instructed by the SCSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Item Placement in Attendee Bag: \$100

Provide a flyer or informational sheet for all convention attendees. Company will be responsible for sending 1,200 of the items to the SCSHA office. Shipping instructions and deadlines will be provided with your exhibitor confirmation. This is a great way to get your marketing materials in the hands of each attendee.

Advertise in the On-Site Convention Program

Full Page Ad (7.75" wide x 8" high)\$350
1/2 Page Ad (7.75" wide x 5" high)\$200
1/4 Page Ad (3.75" wide x 5" high) \$ 100

Email attachments are preferred. Advertisements should be in the form of a gif, pdf or jpg file. All hard copy ads must be submitted in “camera ready” art form.

Company Banner Ad Placed on the SCSHA Website: \$100

Add your company banner to your listing on www.scscha.net. All exhibitors and recruiters will be listed on the Exhibitor/Recruitment Page. The banner ad will be displayed from date received until two weeks after the Convention. Ads must be submitted via email to johnson@mpastrategies.com as either a jpg, gif or pdf file. Banner size is to be no larger than 100 x 50 pixels.

Convention Sponsorship Opportunities

2021 SCSHA Convention sponsorships are available to give your company additional exposure to our attendees. Show your support of our long-standing organization of dedicated professionals through one of these sponsorship options, or call (803)528-5369 for more information. The deadline for sponsorship commitment to receive recognition in the On-Site Convention Program and promotional materials is **January 7, 2020**.

DIAMOND Sponsor: \$3,000

This sponsorship includes:

- Logo placement in all promotional materials for the convention
- ¼ page advertisement in the on-site program (\$100 value)
- 1 Complimentary attendee registrations (\$165 value)
- ½ off tradeshow exhibit booth with pipe and drape (\$250 value)
- Recognition in the SCSHA *In Touch* newsletter

PLATINUM Sponsor: \$1,000

This sponsorship includes:

- Logo placement in all promotional materials for the convention
- Small advertisement in the on-site program (\$100 value)
- 1/4 off tradeshow exhibit booth with pipe and drape (\$125 value)
- Recognition in the SCSHA *In Touch* newsletter

GOLD Sponsor: \$750

This sponsorship includes:

- Logo placement in all promotional materials for the convention
- Small advertisement in the on-site program (\$100 value)
- Recognition in the SCSHA *In Touch* newsletter

Lunch and Learn Sponsor: \$3,000

This sponsorship includes:

- Logo placement in all promotional materials for the convention
- Special thanks at the beginning of the Lunch and Learn
- Small advertisement in the on-site program (\$100 value)
- Recognition in the SCSHA *In Touch* newsletter

New! Poster Session Sponsor: \$250

This sponsorship includes:

- Logo placement in all promotional materials for the convention
- Small advertisement in the on-site program (\$100 value)
- Recognition in the SCSHA *In Touch* newsletter
- The proceeds of this NEW sponsorship will be awarded to the poster who receives the most votes from the awards committee.

(In the event that the minimum of 4 posters are not obtained, the sponsorship will be converted into a ½ page advertisement in the on-site program)

NEW Explore the Exhibits Sponsor: \$350

This sponsorship includes:

- Logo placement in all promotional materials for the convention
- Small advertisement in the on-site program (\$100 value)
- The proceeds of this NEW sponsorship will be awarded to the winner who visits the booths and has their card picked

Events Planned to Provide Exposure in Exhibit Hall!

POSTER SESSIONS – Poster sessions will be held inside the Exhibit Hall. (*if applicable)

CONVENTION BREAKS WITH REFRESHMENTS - Each day during the Convention, light refreshment breaks will be placed in the Exhibit Hall to provide Convention attendees time to refresh while viewing exhibits. During these breaks, drawings for door prizes will be held!

SCSHA SILENT AUCTION- Items will be on display. You may participate in the Silent Auction by donating a door prize. Please indicate on the enclosed exhibitor response form if you would like to donate an item.

50/50 & EXPLORE THE EXHIBITS RAFFLES – Monetary donations will be collected during the Convention with a drawing later held in the Exhibit Hall. One lucky winner will take 50% of the proceeds with the other half donated to the SCSHA Foundation! Registrants with completed Explore the Exhibit Cards will also be eligible for a prize!

****Please note that 1/8/2021 is the deadline to be recognized in the Convention On-Site Program****



Registration Information

Company Name (as to be printed on signage and SCSHA website):

Address: _____

Contact Information

Name: _____

Email: _____

Phone: _____

Payment Options

1) Check Enclosed
Please make payable to SCSHA

2) Credit Card
Visa or MasterCard Only
CREDIT CARD ACCOUNT NUMBER

EXPIRATION DATE _____ CVV CODE _____

AUTHORIZED SIGNER _____

Full Billing Address and Zip Code if different from above _____

Name(s) for Convention Badges

Registration Accepted by Email and Mail

Email form to: ljohnson@mpastrategies.com

Or mail to:

SCSHA Office
PO Box 1782
Columbia, SC 29202

Questions?

Email: ljohnson@mpastrategies.com
or call 803-528-5369

SCSHA 2021 Exhibitor Registration February 11-13, N. Charleston, SC

EXHIBITOR OPTIONS	QUANTITY	REGISTRATION FEE		TOTAL DUE
		BEFORE 12/3/2020	AFTER 12/3/2020	
DISPLAY SPACE				
Exhibit and Recruitment Display		\$500	\$550	
Home-Based Businesses (\$200 if you a SCSHA Member!)		\$250	\$300	
Private Practice		\$300	\$350	
Non-Profit Display		\$200	\$250	
Additional Booth Space (limit to one)		\$400	\$450	
Brochure/Flyer Table for Non-Profits		\$150	\$200	
Electricity (must fill out separate form and pay separately)				
MARKETING OPPORTUNITIES				
Bags for Convention Attendees		\$500		
Badges for Convention Attendees		\$400		
Lanyards for Convention Attendees		\$200		
Item for Placement in Attendee Bag		\$100		
On-Site Program Full PageAd		\$350		
On-Site Program 1/2 PageAd		\$200		
On-Site Program 1/4 PageAd		\$100		
Banner Ad for SCSHA website with email or web link		\$100		
SPONSORSHIPS				
DIAMOND Sponsorship		\$3,000		
PLATINUM Sponsorship		\$1,000		
GOLD Sponsorship		\$750		
Lunch and Learn Sponsorship		\$3,000		
Poster Session Sponsorship		\$250		
Explore the Exhibits Sponsorship		\$350		
DONATIONS				
Option 1: You can count on us!				
Silent Auction	We will bring a donation with us	Yes <input type="checkbox"/>	Qty	No Charge
TOTAL DUE				

THE EXHIBITOR AGREES TO THE FOLLOWING PROVISIONS:

It is agreed that failure on part of the exhibitor to meet booth payment in full shall automatically forfeit all rights, privileges and claims of any nature the exhibitor has, may have, including the forfeit of any payments previously made. Exhibitor assumes responsibility and agrees to defend SCSHA, the Embassy Suites by Hilton and their respective employees and agents against any claims or expenses arising out of the use of the Exhibit premises.

Cancellations received in writing and no later than January 7, 2021 will receive a 50% refund.

****Times and Rooms Subject to Change****