



SPPA 2021 END-BUYER SHOW FACT SHEET

- What:** SPPA Holiday Showcase
- When:** Thursday, October 21, 2021
- Schedule:** 9:30 – 11:00 am Brunch Seminar – *free for you and your clients*
10:30 – 11:00 am Show Floor Open to Distributors Only
11:00 am – 2:00 pm Show Floor Open to Distributors and their Clients

Who Can Attend: This show is open to qualified distributors and their clients. Distributors who are not members of SPPA must be able to provide one of the following – PPAI number, ASI number, SAGE number, or five invoices from promotional products suppliers. If you have any questions or concerns about meeting these qualifications, please call our office at 205-588-8004.

Cost:

SPPA Distributor Members – FREE

Clients of SPPA Distributor Members - \$10 per person who attends (billed to the distributor after the show). You will NOT be charged for no-shows.

Non-Member Distributors - \$25 per person or use a discount code from one of our exhibitors to attend for free. Non-Member Distributors must furnish one of the following (1) ASI number, (2) PPAI number, (3) SAGE number, (4) Five invoices from promotional products suppliers.

Clients of Non-Member Distributors - \$20 per person who attends (billed to distributor after the show). You will NOT be charged for no-shows.

FREQUENTLY ASKED QUESTIONS:

How does the registration process work? We know how much you value the relationships with your clients and our goal is to make registration secure and efficient. We also want to make sure we obtain the information you need to follow up with your customers and hopefully make a sale. We hire non-industry people to work registration at the show. At no point do other distributors or suppliers have access to the end user registration list

When a distributor registers online, they will receive a custom registration links for each show to give their customers. If your clients register in advance, then they will be associated with your company from that point forward. They will receive an email confirmation that they can print and bring with them to get their name badge at the show. If your clients have not pre-registered, then we will get their information and register them onsite.

How can I find out who has pre-registered as my guests?

We will send all distributors a list of their preregistered guests every Friday leading up to the show.

Do I need to pre-register? Yes, you can register on our website between now and October 18, 2021, www.sunbeltppa.org/holiday

Do my customers need to bring bags? No, we will furnish bags. We will also give each end-user instructions on what information to get about products they are interested in.

How do I find out about items that my customers are interested in? The best way is to follow up with your customers right after the show and ask them. Each of your customers will be given a clipboard and form to make notes on the products they're interested in. Clients can give the sheets directly to their distributors or turn them in to the registration desk. Suppliers will also lead sheets that will be collected and sent to distributors after the show.

Do I need to walk with my customers on the show floor? It's great if you can, but we understand that you may have several customers at one time and you need to be available. Between the notebooks and lead sheets, we hope that we have a system in place for you to receive leads even if you can't escort your customer.

What if one of my customers is also invited by another distributor? Chances are many people have more than one source for promotional products. You need to make sure that your customers know that you have invited them to this event. When they register, end-users will be asked who invited them to the show.

Will my customers see pricing information? No. We forbid suppliers to have anything in their booth that includes non-coded pricing and contact information. Volunteers from the SPPA Board of Directors walk the show floor before it opens to scrutinize what is in each supplier's booth. If you see inappropriate information being distributed, please report it immediately to show management.

Is there a chance my customer will try to place an order directly with a supplier? In our show environment, suppliers are held to a Code of Conduct that prohibits them from exchanging contact information and/or accepting orders from end-users. Please inform show management of any inappropriate conduct on the show floor. The situation will be addressed immediately and turned over to the SPPA Board of Directors for review.

FOR MORE INFORMATION:

SPPA

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www.sunbeltppa.org