



2020 Fall Showcase – General Information

Dates & Locations

Wednesday, September 9	Alabama Fall Showcase	Finley Center @ Hoover Met Complex, Hoover, AL
Thursday, September 10	Mississippi Fall Showcase	TBD
Friday, September 11	Louisiana Fall Showcase	Copeland Tower Suites & Conference Center, Metairie, LA

All three shows are end-user shows!

Show Times & Setup

7:00am – 9:30am	Exhibitor Setup
9:30am – 10:00am	Show Open to Distributors Only
10:00am – 2:00pm	Show Open to Distributors and End-Users

Booth Information

The SPPA Fall Showcase is a “table top” show. Each exhibitor will have an 8’ table with cloth. Some electricity is available, please specify on your booth contract if you need electricity (\$75 charge per location). Please specify on your contract if you need space for a table, a rack or both. For example, if you purchase both a table and rack space you will have 16 feet of space with one table (8 feet for rack and an 8 foot table). If you only purchase one rack space, you will have 8 feet of space with no table. You must be a member of SPPA to exhibit at this show.

Attendance

The shows are open to all qualified distributors. SPPA distributor members can attend for free and invite their clients. Non-members can pay a guest fee to attend. We will promote to all ASI, PPAI, SPPA, and SAGE distributors in the area. We will mail postcards, send e-blasts, make personal phone calls, and advertise to insure optimal attendance. We will also provide our exhibitors with email invitations they can send to help us promote the show. *Each exhibitor is entitled to five guest passes for each show. This will allow you customers who are not SPPA members to attend for free.*

Attendance history:	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Louisiana	80	95	83	47	60	60
Mississippi	54	73	88	59	82	66
Alabama	126	131	206	186	221	198

Shipping & Freight Service

Freight service is available between shows. We will receive your shipment (up to 7 standard boxes to include standard display case) at \$250.00 per shipment. We will transport shipments from the warehouse to all exhibit locations and place it in your booth by 7am the day of the show. Shipments must be received by 3:00pm on Friday, September 4, 2020. Additional boxes are \$25 per each 2 additional boxes. Please ship your advanced freight to Mark Farrar/SPPA, 220 Farrar Rd., Shelbyville, TN 37160. **Please note – boxes shipped directly to the show facility will incur a \$20 per item charge.**

Lodging Recommendations

Hoover – Residence Inn Hoover (2.6 miles), Microtel Inn & Suites Hoover (3.37 miles), Hyatt Place Birmingham/Hoover (3.6 miles), Holiday Inn Hoover (3.41 miles), Hampton Inn & Suites Hoover – Galleria (3.74 miles), Embassy Suites Hoover (3.38 miles)
Jackson – TBD
Metairie – Comfort Inn & Suites @ Copeland Tower Suites & Conference Center - \$95 for the Comfort Inn & Suites and \$125 for Copeland Tower Suites. For reservations call 800-277-7575 and tell them you’re with the SPPA Tradeshow. The cut-off date for this rate is August 21, 2020.

Contact Information

Mark Farrar, executive director, 205-588-8004 *phone*, 931-695-5441 *fax*, mark@sunbeltppa.org *email*

2020 Fall Showcase – Show Rules & Regulations

Regulations: Upon acceptance, the regulations printed here become terms and conditions of the contract. Please read these regulations with care; if you have any questions about them, contact the Sunbelt Promotional Products Association (SPPA).

Space Variations: The show floor, table size, and space descriptions are as accurate as possible, but changes and modifications are sometimes necessary; when space change or modification occurs, exhibitors will receive equitable adjustments as determined by show management.

Cancellation by SPPA: In the event the show is cancelled for reasons beyond control of show management, money advanced by exhibitor will be refunded in full. In such cases, show management shall be free from any claim for damages which exhibitor alleges to have suffered as the result of such cancellation.

Exhibit Space Cancellation Policy: Because of the uncertainty surrounding the Coronavirus (COVID-19), exhibitors can cancel their space on or before August 14, 2020 and receive a full refund of show fees.

Installation and Dismantling: Set up times and tear down times will be provided by show management at least 30 days prior to the show. Exhibitors must staff exhibit for the entire show period. Goods and materials used in any exhibit (except bona fide samples) shall not be removed from the exhibit area until the show has officially been closed. Any exception to this rule must have the approval of the Show Manager.

Liability and Insurance: Neither SPPA, the service contractor, the show venues, nor any officers and/or staff members of the above will be responsible for loss or damage to property of exhibitors from thefts, strikes, damage by fire, water, storm, vandalism or other causes, but they will take all reasonable precautions to protect the exhibitors from such loss or damage. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment, and other property and shall indemnify, defend, and hold harmless the SPPA, the service contractors and any officers and/or staff members of the above, the show venues, their owners, affiliated companies, agents, servants and employees from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that exhibitors will provide their own floater insurance coverage as needed.

Fire Protection: All decorations must be flame- proofed, and all hangings must clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise creates a fire hazard, the right is reserved to demand removal of all or such part of his/her exhibit as may be nonconforming or hazardous. The exhibitor is charged with knowledge of all local laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Ceilings over exhibits are not permitted if the exhibit is below a building sprinkler device. Any exhibits which propose to incorporate a ceiling or cover must be submitted to management, for prior approval by fire prevention authorities.

Restrictions in Operations of Exhibits: Exhibitors may not alter the location of exhibits or of booths without the written consent of show management.

- Exhibitors may neither share nor sublet their space nor any part thereof.
- Non-exhibiting suppliers, supplier representatives, and multiline representatives are not allowed on the show floor at any time.
- SPPA reserves the right to restrict or relocate at the exhibitor's expense any exhibits that become objectionable because of noise, method of operation, materials, traffic congestion, or any other reason.
- Exhibit demonstrations must be confined within the bounds of their respective booths. Aisle space may not be used to distribute promotional material. Companies planning to sell must comply with all Association, state, and local sales permit requirements.
- Distribution of circulars or promotional material may be made only within the space assigned to the exhibitor presenting such material.
- Exhibits which involve any noise-producing equipment sufficiently loud that it may reasonably disturb adjacent exhibitors must give advance notice to management when contract is initially submitted, regarding this possibility; in such cases, management will endeavor to provide special arrangements and/or locations to accommodate the problem, but management shall not be bound to any contract in which the said noise problem cannot be so controlled or abated. Amplified sound/noise level shall comply with the rules and regulations of the show venue.

Aesthetics: Management reserves the right to prohibit and/or evict exhibitors whose presentation is in any manner deemed by management as offensive to conference attendees, by reason of bad taste, questionable morals or controversial content. In event of such prohibition or eviction, management shall not be liable to exhibitor for refunds of exhibit fees.

Indemnification: Exhibitor shall be liable to owners of the conference facilities for all damage caused by exhibitor, and shall hold harmless and indemnify management for any damage charged to management by owners.

Food Sampling: While it is realized that some exhibitors find food sampling to be an effective means of creating interest in their products, the proposed distribution of food samples must not be carried to extremes so as to result in unsightly and annoying conditions to other exhibitors. Those exhibitors who distribute samples must adhere to facility food sampling guidelines and confine their distribution within the limits of their designated space. Ample facilities must be provided by each exhibitor within the confines of his/her own designated area for the collection of refuse. Waste containers must not be placed in aisles.

Video Projection: Projection machines are limited to sales demonstrations only and shall not be used for showings designed primarily to amuse visitors. All projection must be in accordance with the requirements of local fire prevention authorities, and in harmony with any agreements entered into between management, owners of the convention facilities, and labor unions. All plans for installation and operation of projection equipment must be approved by management before the conference and identified when contract is initially submitted.

Unusual Displays: Whenever an exhibitor plans to utilize or construct displays that will be unusual, oversized, or designed in a manner which will require special hookup, installation, or other advance technical assistance, such proposed plans must be submitted to show management at the earliest practicable time after this contract is executed, in no case less than ninety days before the trade show. Both management and owners of exhibit hall may deny such proposals; in any event, approval thereof may be obtained only by such advance submission, which shall be promptly considered and decided by management and where necessary, owners.

Definitions: As used herein, the following definitions apply: (1) "exhibitor" means that person, company, organization, or other entity that contracts to use one or more exhibit areas, upon the front side of this document; (2) "management" means SPPA; (3) "owner" means that person, company, municipality, or other entity or any combination thereof, that bears the ultimate legal responsibility by virtue of leasehold or otherwise, for operation of the conference hall, whether or not the same is legal owner thereof; (4) The official decorator of the show is the coordinator of special or unusual types of exhibits.

Sales: Exhibitors may not sell directly from their area. Any exchange of funds between the attendee and exhibitor and distributor that would be subject to State Sales Tax is not allowed on the show floor.

These regulations are considered terms and conditions of the contract agreed to by the exhibitor at the time the contract is signed.



COVID-19 ACTION PLAN FOR FALL SHOWCASE

Updated July 14, 2020

The SPPA Fall Showcase will be conducted in compliance with all Federal, State and local laws and requirements with respect to COVID-19. We urge all persons who plan on attending to become familiar with the Action Plan. These rules are subject to change or modification.

SAFETY CONSIDERATIONS:

- Exhibit space will be limited to 50% capacity.
- There will be an empty 8' space between each exhibitor.
- The aisles will be wider and have one-way traffic flow.
- There will be hand sanitizer stations on each aisle.
- Exhibitors will be required to wear a mask during the show and will have their temperature checked on arrival.
- Attendees will be required to wear a mask during the show.
- Attendees must pre-register.
- Pre-event emails and messaging will remind people to stay at home if they're sick or exhibit any symptoms of COVID-19.
- Signage to promote social distancing will be utilized throughout the show.
- Signage will be posted regarding all applicable federal, state and local regulations, requirements and orders as well as CDC guidelines as they relate to mass gatherings.
- Exhibitors are encouraged to use disinfectant wipes on products that are touched frequently.
- SPPA will notify attendees via email if we become aware of any individual who was present at the show and tests positive for COVID-19 within 14 days of the conclusion of the show.

ACCESS TO THE SHOW:

- Only individuals who have been invited and pre-registered may attend the show. This show is not open to the general public.
- Anyone with a temperature of 99.5° F or higher may not enter the facility. All volunteers, staff and exhibitors are required to have their temperature checked prior to entering.
- Anyone who:
 - exhibits COVID-19 symptoms,
 - has tested positive for COVID-19 within the last two weeks, or
 - has been in contact with someone who has tested positive for COVID-19 within the last two weeks*cannot enter the facility.

**Exception: Healthcare personnel who have treated patients using appropriate medical-grade PPE during the course of performing professional duties are exempted from this restriction.*



CODE OF CONDUCT FOR SPPA SPONSORED SHOWS

Purpose: Exhibitors and attendees shall observe and abide by reasonable regulations as set forth by SPPA, for efficient, safe and courteous operation of the Show.

1. Exhibitors may not congregate or do business in the aisles.
2. No exhibitor or distributor may conduct himself or herself in a manner offensive to decency or good taste.
3. Exhibitors will not solicit distributors from other booths while business is being conducted between booth supplier and distributor.
4. Exhibitors will not hand out business cards or any literature to an end user with company information that could be followed back to the company. All business, including leads and sample requests, will be conducted through a distributor.
5. Exhibitors and distributors may not do anything detrimental to the success of the show or interfere with the business goals of any of the attendees.
6. Non-exhibiting suppliers may not solicit business on the show floor.
7. At an end-user show, exhibitors may not display anything in their booth that includes net pricing information. All pricing must be coded or retail.
8. Exhibitors should be respectful of the relationship between the end-user and their distributor. Under no circumstance can exhibitors suggest an alternative distributor rep or business.

Any and all matters not specifically covered by the above shall be subject solely to the judgment of the SPPA board.

Violation of rules and regulations: If a violation is deemed significant it may be reported to the board in a written statement. Upon further review from the board at the next board session, a decision will be made as to what actions would be necessary. A member who violates any of these rules and regulations is subject to a letter from the board with full details of the infringement. A period of 10 days will be given for a written response from the violator with a full explanation of the actions reported. At this time, the board will determine the severity of the infringement and take necessary steps to insure negative actions are not taken again. The violator will be subject to forfeiture of space for future shows, monetary fine assessments, suspension of membership, and/or suspension from future events.

When joining the association, all SPPA members agree to conduct their business in a professional manner and follow the guidelines as stated above.



Sponsorship Opportunities

E-blast Sponsor (\$100 per e-blast before the show, \$250 per e-blast during the show)

Your banner ad will appear on one (or more) of our e-blasts sent regarding the show. E-blasts sent before the show go to approximately 2,300 individuals in our database. The e-blasts sent during the show go to individuals who have registered to attend the show.

Drink Sponsor (\$500 per location)

Talk about good will! This sponsorship underwrites the cost of beverages for all show attendees. Your company will be listed as the drink sponsor in all pre-show materials and at the show.

- Your company logo will be on all signage for the drink stations.
- You have the option of providing branded napkins.
- A 6 month banner ad on our website.
- One full page ad in the online show directory.
- Your company name and logo will appear on sponsor and registration signage at the show.

Registration Sponsor (\$1,500)

Your banner ad will appear on the screen when all distributors and end-buyers register for the show. It will also be included in the email confirmation they receive after they register.

- Opportunity to have an insert in each attendee name badge at all three shows.
- Exclusive banner ad on the registration website.
- A 12 month banner ad on our website.
- One full page ad in the online show directory.
- Your company name and logo will appear on sponsor and registration signage at the show.

Product Sponsors

Product sponsors are needed for:

- Bags
- Floor Decals
- Signage
- Masks or Face Covering
- Hand Sanitizer (individual)
- Hand Sanitizer Stations
- Pens
- Notebooks

To take advantage of these sponsorship opportunities, contact Mark Farrar at 205-588-8004 or mark@sunbeltppa.org



2020 SPPA Fall Showcase Exhibit Space Contract

REGISTRATION INFORMATION: (please print clearly – attach a separate sheet for lines if needed)

This information is used for SPPA's correspondence with you. It is not listed in the show directory.

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

E-Mail: _____ Phone: (_____) _____

Contact Name: _____ Title: _____

By signing you acknowledge that you have seen the show rules and show conduct policy and agree to abide by them.

Authorized Signature: _____ Date: _____

ATTENDEE INFORMATION:

Booth Attendant Name: _____ Email: _____ Cell: _____

Booth Attendant Name: _____ Email: _____ Cell: _____

Booth Attendant Name: _____ Email: _____ Cell: _____

DIRECTORY INFORMATION:

this information will be printed in the show directory

Address: _____

City/State/Zip: _____

Telephone: _____ Website: _____

Line Names: _____

PPAI # _____ UPIC _____ SAGE # _____ ASI # _____

Regional Contact: _____ Regional Contact Email: _____

Regional Contact Phone: _____ Factory Email: _____

Description of Products & Services:

COMPANY NAME: _____

EXHIBITOR PAYMENT CONSIDERATIONS:

Due to the uncertainty surrounding the COVID-19 pandemic, we are pleased to extend the following considerations to our exhibitors.

- Exhibitors who exhibited at any SPPA show in 2019 or 2020 can register for the Fall Showcase without paying up front. Payment can be split over several months as long as its paid in full by the end of the year.
- New exhibitors who did not exhibit in 2019 or 2020 will be required to pay a \$200 deposit when they register. The remaining balance can be split over several months as long as its paid in full by the end of the year.
- Exhibitors have until August 14, 2020 to cancel and receive a full refund. Cancellations after this date will receive a credit for a future SPPA show or event.
- In the event the show is cancelled, exhibitors will be given the option of a refund or applying the money towards their 2021 dues or a future SPPA show or event.

PAYMENT SCHEDULE:

- Please run my card for the full amount on _____(date)
- Please run my card per the payment schedule below.
- Please run my card for the \$200 deposit now and the remainder as scheduled below.

Schedule:

Amount: _____	Date: _____

PAYMENT INFORMATION:

Payment Method: Check Enclosed, MasterCard, Visa, American Express

Credit Card Number: _____ Exp. Date: _____ CVC Code: _____

Name (as it appears on card): _____

Address (bill is mailed to): _____ City _____ St _____ Zip _____

Authorized Signature: _____ Date: _____

PLEASE SEND COMPLETED CONTRACT WITH PAYMENT TO:

email to show@sunbeltppa.org • mail to SPPA, PO Box 1062, Shelbyville, TN 37162 • fax to 931-695-5441