



February 7-8, 2022 • BJCC • Birmingham, AL

GENERAL INFORMATION

SHOW HOURS & SET UP: Show hours are from 11:00am to 3:00pm on February 8, 2022. Set up is from 1:00pm until 5:00pm on February 7, 2022 and 8:00am until 10:00am on February 8, 2022.

COSTS: For members of SPPA, your first booth is \$720 and includes drapes, table(s) with cover and skirt, sign, chair, and wastebasket. We also provide a parking voucher and valet help for move-in and move-out, a listing on our website with a link to your site, listing in the show directory, and an electronic file of all attendees with company information. Additional tables, carpet and electricity can be ordered through the show decorator. Exhibitor packets to order these items and shipping information will be emailed in January.

DISTRIBUTOR ATTENDANCE: Our show has averaged 186 distributors over the past five years.

ASSIGNMENT OF SPACE: Allocation of space will be assigned on a **first-come**, first-served basis with returning exhibitors receiving preference. Exhibitors who pay for premium placement will have the opportunity to choose their space based on the order their contract is received. The floor and booth diagrams published in promotional material are as accurate as possible, but changes are sometimes necessary, and if they occur, Exhibitors will receive equitable adjustments as determined by management.

USE OF SPACE: Exhibits are only located on the show floor. Exhibiting elsewhere violates Show Regulations. An exhibiting supplier may reserve space only for their own use and may not assign or sublet space to other exhibitors. SPPA reserves the right to restrict or remove any exhibit which SPPA, in its sole discretion, determines that to do so is in the best interest of the event.

INSTALL/DISMANTLE: Installation of exhibits must be set up during the dates and times identified by SPPA. Exhibits shall remain open during official hours for the full duration and shall be closed at all other times. Dismantling of booths cannot start until the show has officially closed and must finish by 6:00p.m. Early dismantling may result in forfeiture of priority booth placement at future shows. Exhibitors shall not hold business or social functions to which distributors are invited during official exhibit hours or during hours of SPPA sponsored business or social functions.

BOOTH STANDARDS: All in-line (2 booths must adjoin) booths shall conform to the booth construction standards set forth in the display rules and regulations published by professional trade show organizations. All display fixtures and booth staff (solicitation) must be confined to your contracted booth space. No material shall be outside the defined booth limits *DISPLAY RACKS MAY NOT EXCEED 4 FEET IN HEIGHT NOR EXTEND MORE THAN 5 FEET FROM THE BACK DROP OF EACH BOOTH*. No built up exhibits or other construction shall exceed 8 feet in background height, including canopies and umbrellas. Back-to-back booths are not permitted. Portable or pop-up units must be secure. Aisles, passageways, and overhead spaces remain strictly under the control of SPPA and no signs, decorations, banners, etc., will be permitted. All booths are 8 feet deep and 10 feet wide. Booth structure and all display materials **MUST** fit inside the booth space.

ATTENDEES: The SPPA show is closed to the general public, end-users of promotional products, children under the age of 14, and suppliers who are not exhibiting.

SHOW MANAGEMENT: SPPA reserves the right to make such modifications in the exhibit hours as may be necessary to meet program needs.

HOST HOTEL: The Sheraton Birmingham Hotel, which is attached to the convention center, is offering a rate of \$137 plus tax during the show. Reservations can be made by calling 205-324-5000 and asking for the Sunbelt Promotional Products Association rate. A direct link is also available on our website www.sunbeltppa.org/theshow. Reservations must be received on or before Friday, January 10, 2022.

FREIGHT: We highly recommend that exhibitors ship all freight through our show decorator. An Exhibitor Service Kit will go out in January. This facility charges per box if you ship directly to the facility and they don't handle any outbound shipping. If you ship through the show decorator, they handle both receiving and outbound shipping.



GENERAL 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: In the event the show is cancelled for reasons beyond control of SPPA (such as acts of God, acts of war, governmental emergency, or unavailability of the exhibit facility), SPPA shall refund booth payments paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities. In such cases, SPPA shall be free from any claim for damages which exhibitor alleges to have suffered as the result of such cancellation. If the exhibitor desires to cancel, it must be done by written notice, with evidence of a receipt.

EXHIBITOR CANCELLATION POLICY: Cancellations must be received in writing by email, fax or mail on or before January 31, 2022. Exhibit space is nonrefundable.

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. Any violation of this rule could result in the suspension of the exhibitor.

LIABILITY 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 EXHIBITS:

1. Exhibitors may not alter the location of exhibits or of booths without the written consent of show management.
2. Exhibitors may neither share nor sublet their space nor any part thereof.
3. Non-exhibiting suppliers, supplier representatives, and multiline representatives are not allowed on the show floor at any time.
4. 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.
5. 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.
6. Distribution of circulars or promotional material may be made only within the space assigned to the exhibitor presenting such material.
7. 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.
8. Exhibitors are responsible for waste removal. Exhibitors who leave waste in their booth will be billed for its removal.

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. SPPA cannot be held responsible for preparation or distribution of exhibitor samples or give-a-ways, and refuses any liability of the dispensation of any of the aforementioned items.

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, 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.



SPONSORSHIP LEVELS

Eblast Sponsor

\$100 per eblast before the show

\$250 per eblast during the show

Your banner ad will appear on one (or more) of our eblasts sent regarding the show. Eblasts sent before the show go to approximately 1,500 individuals in our database. The eblasts sent during the show go to individuals who have registered to attend the show. Emails before the show have an average open rate of 39% while emails during the show have an open rate of close to 70%.

Professional Development

\$300 per session or \$1,000 for all four

- A promotional video about your company (up to 1 minute) will be played before each seminar you sponsor.
- A representative from your company is invited to welcome attendees and introduce the speaker.
- Your company logo will be on all signage for the seminar(s) you sponsor.
- Individual session sponsors will be listed as a Bronze sponsor and also receive those benefits (see below*).
- Sponsoring all four sessions will entitle you to the Silver sponsor benefits (see below**).

Professional Development Snack Break

\$400

- Your company logo will be on all signage for the break.
- You'll also receive the benefits of being a Bronze level sponsor (see below*).

Membership Luncheon

\$500

- A promotional video about your company (up to 2 minutes) will be played during the luncheon.
- Your company logo will be on all signage for the event.
- 5 complimentary tickets for the luncheon.
- You'll also receive the benefits of being a Bronze level sponsor (see below*).

Welcome Party

\$500

- Your company logo will be on all signage for the event.
- Opportunity to furnish branded products to be used at the event (cups, napkins, etc.)
- You'll also receive the benefits of being a Bronze level sponsor (see below*).

Refresh & Recharge Station

\$500

This sponsorship will give you an extra booth for one of our "Refresh & Recharge" stations. The booth will include a charging station for laptops and mobile devices, plus water service. There will also be seating for attendees to rest (and talk to you) while they enjoy a snack and wait to recharge.

- Adjacent booth with signage and seating.
- Drinks and snacks throughout the day.
- You'll also receive the benefits of being a Bronze level sponsor (see below**).
- Announcements during the show to remind attendees to go by your booth.

Parking

\$1,000

This allows all distributor attendees to park for free when they come to the show. Not only will you be mentioned in all marketing materials, distributors will have to come by your booth to get their parking voucher.

- You'll also receive the benefits of being a Silver level sponsor (see below**).
- Push notifications, text notifications, and announcements during the show to remind attendees to go by your booth.

Concierge Service

\$1,000

Show attendees are certain to stop at our Concierge Station on the show floor. In addition to answering questions and providing information, the Concierge Station will offer complimentary coat check and bag drop. When attendees are ready to leave the show, one of our attendants will help them carry their bags to their car. Talk about earning good will!

- Your company logo on all booth signage.
- Opportunity for a "leave behind" with attendees coats and/or bags.
- Coat and bag checks will have your company logo.
- You'll also receive the benefits of being a Silver level sponsor (see below**).

Interactive Booth

\$1,000

This will give you an 8'x10' booth adjacent to yours for an event or activity. Your event will be publicized on the tradeshow schedule and reminders will be sent to show attendees via push notifications and public address announcements. Interactive activities could include product demos, short education sessions, writing letters to the troops, beer/wine tasting, etc.

- Adjacent booth with signage and seating.
- You'll also receive the benefits of being a Silver level sponsor (see below**).
- Announcements to let attendees know about your special event or activity during the show.

Registration

\$1,500

Your banner ad will appear on the screen when all distributors 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.
- Exclusive banner ad on the registration website.
- You'll also receive the benefits of being a Gold level sponsor (see below***).

Awards Brunch

\$2,000

- A promotional video about your company (up to 2 minutes) will be played during the brunch.
- Your company logo will be on all signage for the event.
- A complimentary table for eight people to attend the brunch.
- Opportunity to furnish a "gift" for each attendee.
- You'll also receive the benefits of being a Gold level sponsor (see below***).

**Custom sponsorships also available! Call or email Mark Farrar for more information.
205-588-8004 • mark@sunbeltppa.org**

*** BRONZE LEVEL BENEFITS:**

- A 3 month banner ad on our website.
- One half page ad in the online show directory.
- Recognition on the sponsors' page of the show directory.
- Your company name and logo will appear on signage at the show entrance.
- 15 distributor guest passes for the show.
- Identification as a Bronze Sponsor on your name badge and booth sign.
- 1 complimentary product in the Featured Product Area.

**** SILVER LEVEL BENEFITS:**

- A 6 month banner ad on our website.
- One full page ad in the online show directory.
- Recognition on the sponsors' page of the show directory.
- Your company name and logo will appear on signage at the show entrance.
- 25 distributor guest passes for the show.
- Identification as a Silver Sponsor on your name badge and booth sign.
- 2 complimentary products in the Featured Product Area.
- Complimentary inclusion in the Poker Run.

***** GOLD LEVEL BENEFITS:**

- A 12 month banner ad on our website.
- One full page ad in the online show directory (preferred placement).
- Recognition on the sponsors' page of the show directory.
- Your company name and logo will appear on signage at the show entrance.
- 50 distributor guest passes for the show.
- Identification as a Gold Sponsor on your name badge and booth sign.
- 3 complimentary products in the Featured Product Area.
- Complimentary inclusion in the Poker Run.

THE Show of the South

presented by the Sunbelt Promotional Products Association

February 7th (set up, professional development, membership luncheon, party)

February 8th (awards brunch, show)

BJCC • Birmingham, AL

Book multiple booths and we'll give you a hotel room!



Join SPPA for our largest trade show of the year! This show draws distributors from Alabama, Mississippi, Louisiana, Florida, Georgia and Tennessee. This is a distributor only show.

COMPANY INFORMATION:

this information is for SPPA use only and will not be printed in the directory

Company: _____

Billing Contact Name: _____ **Billing Contact Email** _____

Address: _____

City/State/Zip: _____

Telephone: _____ **Fax:** _____

Special Booth Placement Requests: _____

Signature Accepting Attached Exhibit Rules: _____

NAME BADGES NEEDED:

please include a cell number if you'd like to receive text updates about the show

Booth Attendant Name: _____ **Email:** _____ **Cell:** _____

Booth Attendant Name: _____ **Email:** _____ **Cell:** _____

Booth Attendant Name: _____ **Email:** _____ **Cell:** _____

DIRECTORY INFORMATION:

this information will be published in the show directory

SAME AS ABOVE

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:

SPPA THE Show of the South
February 10th (set up, professional development, membership luncheon, party)
February 11th (awards brunch, show)

Company Name: _____

Reserve the following:

- MEMBER: One 8' x 10' Booth \$720.00
Table Preference: Two 6' Tables or One 8' Table
- MEMBER: One 8' x 20' Booth (includes hotel room) \$1,450.00
Table Preference: Four 6' Tables or Two 8' Tables or One 8' Table and Two 6' Tables
Exhibitors who purchase this option by 01/03/20 will receive one night's hotel stay at our host hotel. Booths must be reserved by 01/03/20 and paid in full by 01/24/20 to take advantage of this incentive.
- MEMBER: Additional Booths @ \$560 each Quantity _____ = \$ _____
Table Preference: Two 6' Tables or One 8' Table
- NON-MEMBER: Each Booth @ \$950 Quantity _____ = \$ _____
Table Preference: Two 6' Tables or One 8' Table
- Early-Bird Discount (deduct \$50 before January 1, 2022) - \$50.00
- Premium Upgrade \$100.00
This allows you to choose your premium booth before assignments are made. Premium selections will be made in the order the contract was received.
- 2022 Membership Dues \$150.00
You will only be charged if you haven't already paid your dues.

Added convenience:

- Boxed Lunch @ \$30 Quantity _____ = \$ _____
A concession stand is available on the show floor. We offer this option for your convenience if you'd like a boxed lunch delivered to your booth.

Added networking:

- Welcome Party (Monday PM) complimentary Quantity _____ = No Charge
- Membership Luncheon (Monday) @ \$30 per person Quantity _____ = \$ _____
- Awards & Keynote Brunch (Tuesday) @ \$40 per person Quantity _____ = \$ _____
Our annual awards will be presented during a fun & delicious pre-show brunch.

Added exposure:

- Poker Run (dist. draw a card in your booth for a chance to win \$\$\$) \$150.00
- Full Page (full color) ad in the show directory \$200.00
This online directory is emailed to attendees after the show and archived on our website.
- New Product Pavilion @ \$30 Quantity _____ = \$ _____
New products will be displayed in the seminar area on Monday and the show floor on Tuesday. Featured products will also be listed in the show directory. Put your products here that you want to make sure EVERYONE sees!
- Sponsorship (see attached options) = \$ _____

Total Amount Due _____

SPPA THE Show of the South
February 7th (set up, professional development, membership luncheon, party)
February 8th (awards brunch, show)

PAYMENT INFORMATION:

Company Name: _____

PAYMENT OPTIONS:

- Charge the card below for the full amount today (MasterCard, Visa, or American Express)
- Charge the card below for the full amount on 1/31/2022 (MasterCard, Visa, or American Express)
- I'm mailing a check (must arrive by 1/31/2022)
- Send me an invoice (must be paid by 1/31/2022)

Card Number: _____ CVV: _____

Name on Credit Card: _____

Billing Address for Credit Card: _____

Expiration Date _____ / _____ Signature _____

Please return completed contract and payment to:

Mail:
SPPA
P.O. Box 1062
Shelbyville, TN 37162

Email:
rocky@sunbeltppa.org

Fax:
931-695-5441

You should receive a confirmation when your contract is processed. If you don't receive a confirmation within 7 business days, please contact our office at 205-588-8004.