



2018 Annual Trade Show

February 15-17, 2018

**Hilton Head Marriott
Hilton Head Island, SC**

Exhibitor Prospectus

Serving public schools for over 60 years

The South Carolina School Boards Association (SCSBA), is a non-profit organization serving as a statewide voice for boards governing over 81 public school districts and county boards. As we look back over six decades of SCSBA memories, we appreciate your support and feel very fortunate to have shared with you a legacy of change and improvement for the students of South Carolina.

During our 2017 Trade Show, did you know we had...

- over 700 in attendance, including exhibitors
- 70 exhibits
- 23 companies with 15+ years as an exhibitor with SCSBA
- 12 first time exhibitors with SCSBA

Exhibitor Benefits

Don't miss this unique opportunity to reach key decision-makers from South Carolina's public school districts and county boards. Annual Convention and Trade Show traditionally attracts 75+ percent of over 750 board members and superintendents who comprise the leadership teams in their school districts and county boards.

- Introduce your products and services
- Face-to-face contacts
- Build visibility for your company
- Strengthen existing customer relationships
- Give product demonstrations
- Company contact listing on SCSBA's website and in the convention program
- Show support of public education in SC



**SCSBA holds just one Trade Show a year.
Don't miss it!**

We look forward to seeing you in February 2018.

Trade Show

The Trade Show will be housed at the Hilton Head Marriott, Hilton Head Island, SC (One Hotel Circle, Hilton Head, SC 29928). Each booth includes two complimentary registrations for convention meetings, all breaks and refreshments. Additional registration for representatives in your booth can be purchased at \$35 each. If you have not paid in advance, you will be billed for additional representatives.

Booth payment must be received with your completed contract to be considered. Completing the contract and/or paying the booth fee does not guarantee a booth. A follow up email will be sent

informing you of your Trade Show status, i.e. booth assignment or waiting list.

NOTE: Additional furniture, electrical service, telephone, internet service, freight, storage, etc. are not included in the space rental. Electrical, internet and phone service must be ordered in advance from the Hilton Head Marriott. Blue Chip Expo will provide shipping and storage. Information and forms will be included in your Exhibitor Packet which will be emailed to your designated contact person and posted on our website in January 2018.

Become a member of SCSBA. Below are two levels of membership. For more details please go to our website, [Partner with us](#).

Special Associate members (\$1,100 Fiscal Year)

This includes one exhibit booth and a full page program advertisement along with other incentives listed on our website.

Associate members (\$475 Fiscal Year)

Discounted exhibit booth: \$550 each
Program advertisement: \$175 for half page or \$350 for full page

Non members

Exhibit booth: \$800 each
Program advertisement: \$300 for half page or \$500 for full page

Exhibit booths include:

- 8' x 10' draped booth with carpet
- one draped display table (2' wide x 6' long) and two chairs
- company identification sign & wastebasket
- listing in the convention program
- two complimentary registrations for all convention meetings, breaks and refreshments
- an opportunity for face-to-face marketing of your product or service to a variety of educational decision-makers
- planned activities in exhibit area to increase traffic flow (breaks, door prize winner postings)

Program Advertising

The program is a valuable resource to all 600+ attendees who continually use the program throughout the convention. The program includes the complete agenda of convention activities, vendor listing with company contact information, booth locations, and over 50 company ads, along with much more useful information.

The ad dimension are in a vertical layout, 3" wide x 7 ½" long, black and white.

Full page ad - \$350 members / \$500 non members (*Note: Special Associate membership includes a full page ad.*)

Half page ad - \$175 members / \$300 non members

Advertising submission - Ads MUST be submitted by email to spoole@scsba.org as a PDF file and must be saved for print at 100% to scale. Images and photos must be at least 300 dpi. The ad deadline is November 10, 2017. This is a printer deadline. We are unable to guarantee printing of your ad in the convention program for ads submitted after the November 10 deadline.

Trade Show Schedule

Thursday, February 15

1 - 5 pm Vendor set up

5 - 7 pm Refreshments

(This is a meet and greet opportunity for attendees and vendors. The Trade Show is closed at this time.)

All breaks will be in the exhibit area.

Friday, February 16

7:30 - 11 am & 12:15 - 3:30 pm

Trade Show is open

(We have incorporated a lunch break when all vendors can close and enjoy lunch.)

Saturday, February 17

7:30 - 11:30 am

Trade Show is open

11:30 am - 1 pm

Vendor break down

Timeline

November 2017

November 10: This is the exhibit contract and advertising deadline. This is a printer deadline. We are unable to guarantee printing of your ad and exhibit information in the convention program for information submitted after the November 10 deadline.

January 2018

January 5: This is the last day to cancel and receive a full refund.

Mid January: Look for an email from Sandy Poole, spoole@scsba.org which includes a listing of all vendors with booth assignments, company contact information, booth representatives, etc. You will be asked to proof your company's information. This will be your only opportunity to confirm your information before the final print.

Mid January: You will receive an email from Blue Chip Expo. This email will direct you to your Exhibitor Packet located on their website. This will include information on shipping, storage, extra booth equipment, etc. Electrical, internet and phone service must be ordered in advance from the Hilton Head Marriott. The Marriott forms will be included in your Exhibitor Packet.

February 2018

February 5: A list of registered attendees will be emailed to your designated contact person.

February 15: **Exhibitor set up** - Once you arrive on Thursday, your information packet will be at your booth. The packet will contain name badges, exhibitor ribbons, convention program, list of attendees and other items. Each booth includes registration for two representatives. Registration for additional representatives will be available for a charge of \$35 each.

Door Prizes

Saturday, February 17, 2018 at 10:30 - 11 a.m. in the Exhibit Area

We encourage vendors to hold door prize drawings. Attendees love the chance to win!

Be sure to collect business cards from attendees or have them fill out a door prize drawing slip supplied by you.

At the 10:30 a.m. break, SCSBA will ask attendees to check the bulletin boards in the exhibit area. Winners will go to the exhibit booth to receive their prize. You are responsible for getting door prizes to your winners.



Please check our website **often** for updated Annual Convention and Trade Show information, www.scsba.org.

Hotel reservations: The hotel room block will open in December. The date and hotel reservation procedures and forms will be posted closer to December and will be emailed to you. Call-in reservations for our room block will **not** be accepted. All hotel reservations must be made using the forms and procedures from the Hilton Head Marriott.

The SCSBA contact for the trade show is Sandy Poole, spoole@scsba.org, 800.326.3679. All information will come directly from Sandy.

Booth assignment process: Booths are assigned with first priority to membership and exhibit history with SCSBA. We also try to consider location of competitors. SCSBA reserves the right to assign all booths and accept or decline potential vendors. Booths must be occupied and open during all trades show hours. Vendors may not take orders or make sales during the trade show.

Booth space is limited. We have sold out the past few years and incorporated a waiting list.

Cancellations and refunds: Vendor cancellation is January 5, 2018. Full refunds will be made on or before this date. No refunds will be made after January 5, 2018.



Click to complete your [EXHIBIT CONTRACT](#)

Click to complete your [ONLINE PAYMENT](#)

For more information, please contact Sandy N. Poole, Program Associate
spoole@scsba.org, 803.988.0260, 800.326.3679.

Rules and regulations

SCSBA - The South Carolina School Boards Association reserves the right to assign all booths and accept or decline potential vendors. Completing the contract or paying the booth fee does not guarantee you a booth. A follow up email will be sent informing you of your trade show status, i.e. booth assignment or waiting list. Booths must be occupied and open during all trade show hours. Vendors may not take orders or make sales during the trade show.

Payment Schedule - Full payment must accompany the contract. However, this does not guarantee booth space. Cancellations received in writing on or before January 5, 2018 are eligible for a full refund. No refunds are made after the cancellation deadline.

Security - The South Carolina School Boards Association provides security service during the evening hours when the exhibit area is closed.

Liability - The South Carolina School Boards Association is not liable for any loss or damage to the property of exhibitors due to fire, robbery, accidents or any cause whatsoever that may arise from use and occupancy of provided space or building. Exhibitors shall be fully responsible to pay for any and all damages to property owned by Hilton Head Marriott, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hilton Head Marriott, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of, or by reason of any accident or bodily injury, or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.

2018 Exhibit Area, revised

