

2027 Annual Trade Show

Exhibitor Prospectus



February 18—20, 2027



PLAN NOW TO EXHIBIT WITH SCSBA

The South Carolina School Boards Association (SCSBA) is a non-profit organization that serves as a source of information and statewide voice for boards governing the 73 public school districts in South Carolina. Exhibiting at the SCSBA Annual Convention (February 18-21, 2027, with trade show dates of February 18-20) is the perfect opportunity to get face-to-face with hundreds of leaders from school districts across the state to:

- Introduce and market your products and services
- Build visibility for your company
- Strengthen existing customer relationships
- Demonstrate your products



WHO ATTENDS THE SCSBA SHOW?

The SCSBA Annual Convention & Trade Show attracts hundreds of board members, board secretaries, board vice chairs, board chairs, superintendents, and national and state school officials. The average attendance at our event is 700-800 individuals.



2026 by the numbers:

500+
Board Members



75+
Board Chairs



70+
Superintendents

WHAT'S IN STORE FOR EXHIBITORS

SCSBA has planned numerous events to attract attendees to the exhibit area, including scheduling all breaks and posting door prize winners in the exhibit area. The exhibit area and trade show will be open:

- **THURSDAY, FEBRUARY 18**
(SET UP: 1-5 P.M.)
(The trade show is closed and will not officially open until Friday.)
- **FRIDAY, FEBRUARY 19: 7:30-11 A.M. & 12:15-3:30 P.M.**
The trade show closes from 11-12:15 so vendors may enjoy lunch.
- **SATURDAY, FEBRUARY 20: 7:30-11:30 A.M.**
(BREAK DOWN 11:30 A.M.-1 P.M.)
The door prize winner event takes place on Saturday from 10:30-11 a.m.

EXHIBITOR BOOTH PACKAGES

The 2027 SCSBA Trade Show will be housed at the Embassy Suites at Kingston Resorts, located at 9800 Queensway Boulevard, Myrtle Beach, SC, 29572. We offer two booth packages to member companies interested in meeting face-to-face with school board members:

SPECIAL ASSOCIATE MEMBERS- \$1,600

You must already be a Special Associate member for 2026-27 to receive one (1) **complimentary** booth at the 2027 trade show, one (1) **complimentary** full page trade show program advertisement, and a link to your company website from the SCSBA website. If available, additional booths may be purchased for \$800. You also receive these annual benefits:

- Subscriptions to insightful SCSBA e-publications, including the popular news clipping service, eFocus newsletter, Legislative Update, and other special interest publications
- Directory listing on the SCSBA website
- Participant contact lists for statewide SCSBA workshops (upon request)

ASSOCIATE MEMBERS- \$625

You must already be an Associate member for 2026-27 to upgrade to the Special Associate membership level for an additional \$975. Ads in the convention program are \$400 for a full page ad and \$225 for a half page ad. You also receive these benefits throughout the year:

- Subscriptions to insightful SCSBA e-publications, including the popular news clipping service, eFocus newsletter, Legislative Update, and other special interest publications.
- Directory listing on the SCSBA Web site
- Participant contact lists for statewide SCSBA workshops (upon request)

ALL BOOTHS INCLUDE:

- One draped display table (2' wide x 6' long) and two chairs
- Registration for two attendees (additional attendees will be charged \$60 per person)
- One company identification sign
- One wastebasket
- Text listing in trade show program
- Booths located in Westminster and Towers Hall are table top only.

A company MUST complete the online Exhibit Contract to request a booth AND submit full payment on or before Oct. 29. Artwork and payment for the trade show program advertisement must be submitted on or before Oct. 29.



[Complete Exhibitor Contract](#)

PROGRAM ADVERTISEMENTS

Increase your company's visibility at convention with a trade show program advertisement. **Attendees use the program frequently to reference the agenda of convention activities, vendor listings with contact information, booth locations, and other important details.** Don't miss this opportunity to be a part of this resource that attendees will take back to their districts!

SPECIFICATIONS — All ads **MUST** be submitted by email to hank-witza@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. SCSBA cannot alter or edit advertisements.

DEADLINE — All ads must be submitted on or before **October 29, 2026**. SCSBA will NOT include any advertisement in the convention program submitted after the **October 29** deadline.

FULL PAGE AD:

- Vertical layout
- 3" wide x 7.5" tall
- Black and white only

Special Associates: COMP

Associates: 400.00

HALF PAGE AD:

- Vertical layout
- 3" wide x 4.25" tall
- Black and white only

Associates: 225.00



We appreciate the support of our exhibitors and are fortunate to have you as a partner.



BEYOND THE BOOTH: DOOR PRIZES

Exhibitors who hold door prize drawings make a lasting impression on attendees! Collect business cards from attendees, or gather names and contact information using a slip provided by your organization. Starting at 10:30 a.m. on Saturday, February 20, and ending at 11 a.m., SCSBA will encourage attendees to check bulletin boards in the exhibit area where winner names will be posted. Winners will go to the exhibit booth to receive their prize. You are responsible for getting door prizes to your winners.

EXHIBITOR KEY

DATES:

2026

October 29: Deadline to submit convention program ad artwork for convention program. **NO ADS ACCEPTED AFTER OCT. 29!**

MID-NOVEMBER: Exhibitors will receive a SCSBA email with company contact information, and booth representatives. This is your ONLY chance to proof information before the convention program is printed.

2027

JANUARY 5: Deadline to cancel a booth or program ad without penalty. **NO REFUNDS ISSUED AFTER JAN. 5!**

MID-JANUARY: SCSBA's conference service associate will email Exhibitor Service Kits to all exhibitors. This is your chance to purchase additional booth services.

FEBRUARY 12: Exhibitors will receive an official list of attendees registered for the conference.

FEBRUARY 18: Exhibitor set up is from 1-5 p.m. An information packet will be at your booth with name badges, exhibitor ribbons, a program, and list of attendees. Each booth fee includes registration for two representatives. Registration for additional representatives is \$60 per person.

SCSBA emails will only be sent to the contact person designated on the Exhibit Contract. Contacts will be responsible for registering booth reps on our registration page.

TERMS AND CONDITIONS

By contracting to exhibit with the South Carolina School Boards Association each exhibiting company agrees, for itself and on behalf of all representatives, to abide by these terms and conditions. It is understood and agreed that SCSBA retains sole control of the trade show and that these terms and conditions may be amended by SCSBA upon written notice. All matters not specifically covered by these terms and conditions shall be subject to SCSBA's final authority. It is the responsibility of the exhibiting company to make any representatives of the organization aware of all SCSBA terms, conditions and policies.

Visit www.scsba.org for show updates!

Booth Specifications

A single booth is either 10' wide x 6' deep and has an 8' high draped back wall and 3' high draped side rails, 10' wide with 8' high draped back wall with no side rails, or table top only for booths located in Westminster and Towers Hall. Included in space: one 6' x 2' skirted table; two chairs; one company identification sign and one wastebasket.

Allotment of Exhibit Space

SCSBA reserves the right to assign all booths and accept or decline potential vendors. Booths are assigned with first priority to membership and SCSBA exhibit history. Competitor locations will be considered. **Space is limited and the show may sell out.** SCSBA reserves the right to institute a waiting list in the event of a sell out.

Observance of Exhibit Hours

Times set aside for installation and dismantling of exhibits must be strictly observed. Dismantling of booths before official closing times is **prohibited**. Booths must be occupied and open during all trade show hours.

Payments and Cancellations

Full payment must accompany the submission of an exhibitor contract. Completing a contract or paying a booth fee does not guarantee you a booth. An official email will be sent to you advising you of your trade show status, i.e. booth assignment or waiting list. Cancellations received in writing on or before **January 5, 2027** are eligible for a partial refund. **SCSBA will not issue refunds for any cancellation after January 5.**

Security

SCSBA will provide security service for the exhibit hall during evening hours when exhibit hall is closed.

Prohibition of Sales & Orders

Vendors may not take orders or make sales during the convention and trade show.

Accommodations in Room Block

The SCSBA room block at Kingston Resorts will open in December 2026. The exact date and specific reservation procedures and forms will be emailed to each company's designated representative. Kingston Resorts **WILL NOT ACCEPT** call-in reservations for the SCSBA room block. All reservations must be made using the procedures established by Kingston Resorts.

Exhibit Services Contractor

SCSBA's exhibit services contractor will send an Exhibitor Service Kit to all participating companies in January 2027. This kit will contain information and order forms for available services including labor, material handling, drayage, furniture, and equipment rental.

Additional Booth Services

Additional booth furniture, electrical service, telephone, internet, freight, and storage are not included in the SCSBA booth fee. Electrical, internet and/or phone service must be ordered directly from Kingston Resorts. SCSBA's exhibit services contractor will provide you with shipping and storage options. Details about obtaining additional booth services will be included in your Exhibitor Service Kit which will be emailed to your designated contact person and posted on the SCSBA website.

Liability

SCSBA 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 Embassy Suites at Kingston Resorts, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Embassy Suites at Kingston Resorts, 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.

2027 Annual Convention

