



# Tradeshaw Registration Form

February 20-22, 2012

Marriott MeadowView Conference Resort

Kingsport, Tennessee

9<sup>th</sup> Annual SFEA Conference Presented By:



The Southeast Festivals and Events Conference is designed for event professionals. It is an excellent opportunity to discuss challenges, create solutions and to develop and strengthen personal relationships. Included with your booth registration is access to all functions: educational sessions and panel discussions, meals, opening reception and events, Kaleidoscope Awards Banquet and Reception, networking opportunities and nightly hospitality. Registration is required for all staff and booth workers. Please keep in mind that networking is a powerful tool so take advantage of time outside the Tradeshaw to learn more about your existing and potential clients.

### Important Deadlines & Fees

Early Bird Registration Discount: January 20, 2012

Notebook Ad: Received by February 1 to the SFEA Office

Final Deadline to Apply: February 10, 2012 – *Please note that the tradeshaw could sell-out prior to this date*

Hotel room rate: \$109.00 + tax (guaranteed until February 3)

Parking: Complimentary

Tradeshaw Fees	Member	Non Member
Before January 20th	\$400.00	\$500.00
After January 20th	\$500.00	\$600.00
Additional attendee	\$225.00	\$225.00
Addtl. Table rental-8 ft (\$35)		

### **Booth details**

Booths are approx. 10’ wide and 8’ deep and consist of an 8’ skirted table & 2 chairs. Table top displays are encouraged. Power (for general use) is complimentary but cannot be guaranteed. Therefore power is available on a first-come-first-serve basis via registration and must be requested on the registration form below. Exhibitors must provide their own extension cords. The Tradeshaw will immediately follow the opening session.

- **Set up:** Monday, February 20<sup>th</sup> 9:00 – 1:00 p.m.
- **Show hours:** Monday, February 20<sup>th</sup> 3:00 – 5:00 p.m.  
Tuesday, February 21<sup>st</sup> 11:30 – 1:15 p.m.
- **Tear down:** Tuesday, February 21<sup>st</sup> 1:30 – 3:00 p.m.

### **Hotel Reservation**

A room block has been reserved for the conference and the nightly rate is guaranteed until February 3. The nightly rate for single or double occupancy is \$109.00/night plus tax. To make reservations: Attendees may call directly to 1-888-632-3697 or 1-800-228-9290 and ask for the Southeast Festival Annual Conference or go directly to the MeadowView’s website and use Group Code: sfesfea

## **Shipping**

Meadow Conference Resort and Convention Center is the official hotel for the SFEA Conference. Packages will be accepted no earlier than 72 hours prior to your arrival. Please ship to: 1901 MeadowView Parkway, Kingsport, TN 37660 Attention: SFEA Conference. *All shipping charges are at the expense of the exhibitor.*

## **Notebook Ad**

Exhibitors are invited to design an ad (b/w or color, single or double sided) for inclusion in the conference notebook. Adequate copies (200) must be made by the exhibitor and sent to the SFEA office by February 1, 2012. Late materials are NOT guaranteed for inclusion. Opportunities to place ads are included in the cost of the exhibitor's booth fee.

If you are unable to attend the Conference, notebook ads can be purchased for \$175. (See Registration Form)

## **Auction**

Providing an auction item is part of your registration requirement. Please download the Silent Auction Form on our website, fill it out and submit it with your registration form. The item (s) can be a discounted item or services from your company, an item purchased out right or an item obtained from your community as a donation. If you need ideas, please contact Wendy Thomas at 678-443-9619 or [wendy@southeastfestivals.org](mailto:wendy@southeastfestivals.org)

You may ship this item at anytime prior to your arrival to:

Kingsport Chamber of Commerce  
Lucy Fleming - SFEA  
151 East Main St  
Kingsport, TN 37660  
Ph - 423.392.8809

## **Membership**

Membership is not required, but highly recommended and will provide you substantial savings on your conference registration. To learn more log onto [www.southeastfestivals.org](http://www.southeastfestivals.org).

## **Artist Performance at the Conference**

If you are interested in performing at the Conference (performances by groups/specialty acts etc.) in hopes of being booked at a variety of festivals and events, please contact Wendy Thomas at 678-443-9619 or [wendy@southeastfestivals.org](mailto:wendy@southeastfestivals.org). Selected Artists/Entertainers will have an opportunity to perform at one or more of the following events during the Conference: Prior/During Nightly Dinners and/or Cocktail Reception; Prior to Opening, General or Closing Sessions as well as additional times throughout the Conference. A panel will select Artists/Entertainers for these opportunities, as space is limited the artist's availability/schedule will be taken into account when determining the performance time/location. A \$25.00 application fee is required for all submissions and if selected, there is a cost of \$100 for the opportunity to perform. Participation does not include the benefits of a Tradeshow Exhibitor and is limited strictly to the assigned performance time.

## **Sponsorship**

Unique opportunities for additional exposure are available. To create a package tailor-made for your marketing objective, contact the SFEA Office at 678-443-9619 or email [wendy@southeastfestivals.org](mailto:wendy@southeastfestivals.org) to learn of additional opportunities as the sponsor packages vs. amenities included for a sponsor is quite comparable.

## **Pre-Conference Function**

Come early on February 19<sup>th</sup> and join others for a night out in Kingsport! Dinner is not included in conference pricing and therefore, "on your own," but we all dine in groups so it is a great time to get a jump-start on developing some future business relationships.

## **Additional Options**

***Tour of Bristol Motor Speedway:*** Monday, February 20, 8:00am–10:30am

If you are arriving early and want to see some sights, spend your morning with a guided tour of the Bristol Motor Speedway. Pre-registration is required as space is limited. Cost \$30.

**Professional Headshots for Publications:** Tuesday, February 21 (this will follow the Tuesday Luncheon)

If you are in need of new or updated headshots for your profession or future publications, now is your chance to take advantage of this discounted rate. Please be sure to bring proper attire for your photos along with your best smile! Cost \$25

**A Tradeshow Exhibitor receives the following benefits and set-up/teardown details:**

- Company listed on the Exhibitor Contact Sheet. *This is located within the Conference Notebook.*
- Full page ad in the Conference Notebook (exhibitor provides copies for insertion)
- Attendance to Educational Sessions
- Attendance to the Monday Night Dinner Function
- Attendance to Tuesday Night's Silent Auction and Cocktail Reception.
- Attendance to Tuesday Night's Kaleidoscope Award program and dinner
- Breakfast and Attendance to the General and Closing Sessions
- The opportunity to network with industry professionals, representing Festivals & Events in the Southeast.

**Tradeshow Schedule/Set-Up Details:**

- o Monday, February 20<sup>th</sup> Tradeshow & Reception 3:00 p.m. – 5:00 p.m.
- o Tuesday, February 21<sup>st</sup> Tradeshow & Luncheon 11:30 a.m. – 1:30 p.m.
- o Printed attendee list is included in the conference notebook-available at check-in.  
*Electronic Attendee List can be purchased, prior to the conference, to registered Tradeshow vendors (See Below)*
- o Each booth will include 1 - 8' skirted table & 2 chairs. *We can only guarantee space for tabletop displays.*
- o Set up: Monday, February 20<sup>th</sup> 9:00 a.m. – 1:00 p.m.  
*Power drops are complimentary but limited. Exhibitors must provide extension cords.*
- o Tear down: Tuesday, February 21<sup>st</sup> 1:30 p.m.

Please Remember: The Member/Non-Member Booth Rate includes meals, socials, networking functions, educational sessions, & nightly hospitality for one (1) person. The cost for each additional attendee is \$225.00.

*Please Note that Tradeshow Vendors Only Need to Complete the attached Registration Forms (2 pages) as well as a Silent Auction Form. You do not need to fill out/download the Conference Registration Form for general attendees. The attached forms serve as your Registration to the SFEA Conference. Thank you!*



# Tradeshow Registration Form

February 20-22, 2012  
 MeadowView Conference Resort  
 Kingsport, Tennessee

Company Name: \_\_\_\_\_

Exhibitor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Business: \_\_\_\_\_ Website: \_\_\_\_\_

Additional Attendee: \_\_\_\_\_

Email: \_\_\_\_\_ Phone \_\_\_\_\_

Additional Attendee: \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Power Drop: \_\_\_\_\_ Yes \_\_\_\_\_ No (Exhibitor must provide extension cord.) Purpose: \_\_\_\_\_

\*Auction Item Description and Value \_\_\_\_\_

	Member	Non-Member		
Tradeshow Booth (before Jan. 20)	\$400.00	\$500.00		\$
Tradeshow Booth (after Jan. 20)	\$500.00	\$600.00		\$
Additional Attendees or Spouse			\$225.00	\$
Notebook Ad w/o Booth			\$175.00	\$
Electronic Attendee List – must be registered (complimentary for specific sponsorships)			\$250.00	\$
SFEA Annual Membership – includes 2 members			\$200.00	\$
Additional 8' Table			\$35.00	\$
Tour of Kingsport			\$30.00	
Professional Headshot for Publications			\$25.00	
			Total Amount Due:	\$

**Please note the number of people attending each meal function:**

\_\_\_\_\_ Tradeshow Reception/Monday    \_\_\_\_\_ Opening Night Function/Monday  
 \_\_\_\_\_ Tradeshow Luncheon/Tuesday    \_\_\_\_\_ Auction & Awards Banquet/Tuesday    \_\_\_\_\_ Closing Session & Breakfast/Wed

**\*Please note if anyone requires a vegetarian meal or has a food allergy:** \_\_\_\_\_

Please submit Registration Form and Payment Information/Waiver to the Mailing Address or Fax listed on the next page

**Payment Information**

Total Amount Enclosed \$\_\_\_\_\_ (payable by Check or Credit – Visa or MC)

Check#\_\_\_\_\_(Please make checks payable to SFEA)

Card #\_\_\_\_\_ Exp Date:\_\_\_\_\_ Validation Code (# on back of card)\_\_\_\_\_

Name on Card\_\_\_\_\_ (Please Print)

Email Address:\_\_\_\_\_ *A credit card receipt will be sent to this email*

Billing Address (street, city, state, zip)\_\_\_\_\_

Authorized Signature\_\_\_\_\_ Date\_\_\_\_\_

**Waiver**

Each Exhibitor shall obtain and keep in force until completion of the Southeast Festivals and Events Conference, including set up and tear down, a commercial general liability insurance contract with liability limits equal to or greater than \$1,000,000 each occurrence. The exhibitor shall provide a certificate of insurance to the Southeast Festivals & Events Association evidencing such coverage within ten days of the signed contract. Such exhibitor shall name the MeadowView Marriott Conference Resort and Convention Center and the Southeast Festivals and Events Association as an additional insured.

Hold Harmless/Indemnification: The Exhibitor shall be solely responsible for any and all injuries to persons or damages of property or any other injury, claim, damage or loss of whatever nature, arising directly or indirectly from the SFEA conference. Exhibitor shall indemnify, save and hold harmless SFEA and MeadowView Marriott Conference Resort and Convention Center and its employees, agents and volunteers from and against all liability, loss, damages, claims, cost and expenses (including attorney fees) arising out of injury to person or damages to property of any other injury, claim, damage, loss, cost or expense arising from the Southeast Festivals and Events Conference.

Exhibitor’s Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Date \_\_\_\_\_

Early Bird Deadline: January 20, 2012

Notebook Ads Due: February 1, 2012

Final Deadline for Registration Form is February 10, 2012\*

*\*Please note that the Tradeshow could sell-out prior to this date*

**Questions: Please contact SFEA/Wendy Thomas**

**SFEA · PO Box 720152 · Atlanta, GA 30358**

**Office: 678-443-9619 · info@southeastfestivals.org · Fax: 678-701-1580 · www.southeastfestivals.org**