



## Tradeshow Registration February 21-23, 2011 Stone Mountain, Georgia

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 trade show to learn more about your existing and potential clients. The conference will be held at the Evergreen Marriott Conference Resort.

### Important Deadlines & Fees

*Early bird registration discount:* January 13, 2011

*Notebook ad:* Received by February 2 to the SFEA Office

*Hotel room rate:* \$119.00 + tax (guaranteed until January 19th)

*Parking:* Free & complimentary access into the park

<b>Trade Show Fees</b>	<b>Member</b>	<b>Non Member</b>
<i>Before January 13th</i>	\$400.00	\$500.00
<i>After January 13th</i>	\$500.00	\$600.00
<i>Additional attendee</i>	\$225.00	\$225.00
<i>Table rental-6 ft (\$35)</i>		

### Booth details

The Tradeshow is located in the Ballroom. Booths consist of a 6' skirted table & chairs-table top displays are encouraged. Power (for general use) is complimentary but must be requested on the registration form below and exhibitors must provide their own extension cords. The Trade Show will immediately follow the opening session.

- Set up: Monday, February 21<sup>st</sup> 10:00 – 12:00 noon
- Show hours: Monday, February 21<sup>st</sup> 3:00 – 5:00 p.m. and Tuesday, February 22<sup>nd</sup> 11:30 – 1:30 p.m.
- Tear down: Tuesday, February 22<sup>nd</sup> 1:30 – 2:30 (all displays must be removed by 3:00 p.m.)

### Hotel Reservation

A room block has been reserved for the conference and the nightly rate is guaranteed until January 19th. The nightly rate for single or double occupancy is \$119.00/night plus tax. To make reservations: 888-670-2250 or [www.marriott.com](http://www.marriott.com).

### Shipping

The Evergreen Marriott Conference Resort is the official hotel of the conference. Packages will be accepted no earlier than 72 hours prior to your arrival. The shipping address is, Evergreen Marriott Conference Resort, SFEA/Carolyn Morris, 4021 Lakeview Dr., Stone Mountain, GA 30083. 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 must be made by the exhibitor and sent to the SFEA office by February 2 (late materials are NOT guaranteed for inclusion). Ads are included in the cost of the exhibitor's booth fee or can be purchased for \$175-see the registration form below. This is an opportunity to leave a lasting information sheet with each conference attendee.

### **Auction**

Providing an auction item is part of your registration requirement. 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 contact Amy Doherty, City of Suwanee, 770-945-8996 or adoherty@suwanee.com.

### **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 Showcase**

If you are interested in showcasing your talent (performance groups/specialty acts etc.) in hopes of being booked at a variety of festivals and events, please contact Jessica Mc Donald at [jmcdonald@stonemountainpark.com](mailto:jmcdonald@stonemountainpark.com) with more information about your entertainment. The Showcase is scheduled for Tuesday, February 22, 2011 from 4 p.m. - 5:00 p.m., unless otherwise scheduled. Artists/Entertainers, for this showcase, will be selected by a panel, as space is limited. If selected, the cost is \$100 for inclusion in this Showcase and does not include the benefits of a Tradeshow Exhibitor.

### **Sponsorship**

Unique opportunities for additional exposure are available. To create a package tailor-made for your marketing objective, contact Kevin Redmon, 678-472-4534, [kevin@premiereventslive.com](mailto:kevin@premiereventslive.com).

### **Pre-Conference Function**

Come early on February 20<sup>th</sup> and join others for a night on Snow Mountain! Enjoy tubing as well as other snow related activities from 6-8pm. Please visit [www.snowmountainpark.com](http://www.snowmountainpark.com) for additional details. You are then welcome to dine at Miss Katie's Sideboard, located adjacent to Snow Mountain, to warm-up with some southern comfort food. Snow Mountain is discounted at of \$20.00, for attendees, until October 1. Dinner is an additional cost as it is not included in conference pricing. See the form below to pre-register.

*Trade Show Exhibitor receives the following benefits:*

- The opportunity to network with event professionals, representing festivals and events from the Southeast.
- Tradeshow and Promotional Opportunities:
  - Monday, February 21<sup>st</sup> Tradeshow & Reception 3:00 p.m. – 5:00 p.m.
  - Tuesday, February 22<sup>nd</sup> Lunch & Tradeshow 11:30 – 1:30 p.m.
  - Full page ad in the Conference Notebook (exhibitor provides copies for insertion)
  - Printed attendee list is included in the conference notebook-available at check-in. The electronic list can be purchased prior to the conference to registered trade show vendors-see below.
  - Each booth will include 1 - 6' skirted table & 2 chairs for an additional fee of \$35. Tabletop displays only.
  - Set up: Monday, February 21<sup>st</sup> 10:00 a.m. – noon. Power drops are complimentary but exhibitors must provide extension cords. Tear down: Tuesday, February 22<sup>nd</sup> 1:30 p.m.
  - Kaleidoscope Award program, dinner and auction.
  - Closing Session and Breakfast
- Meals, socials, networking functions, educational sessions, and nightly hospitality are included for one (1) person. The cost for each additional attendee is \$225.00.
- Company listed on the Exhibitor Contact Sheet (included in the conference notebook).

**Tradeshow Registration Form**

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** \_\_\_\_\_

	<b>Member</b>	<b>Non-Member</b>		
Tradeshow Booth (before Jan. 13)	\$400.00	\$500.00		\$
Tradeshow Booth (after Jan. 13)	\$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	\$
Pre-Conference Function (February 20 <sup>th</sup> ) Snow Mountain Tubing			\$20.00 thru Oct. 1	\$
SFEA Membership – includes 2 members			\$200.00	\$
6 ft. skirted table & 2 chairs rental			\$35.00	\$ 35.00
<b>Total Amount Due:</b>				<b>\$</b>

*All meals are included with your booth registration but please provide the number of registered persons who will be attending each function.*

Trade Show Reception/Mon     Opening Night Function/Mon     Trade Show Luncheon/Tues  
 Auction & Awards Banquet/Tues     Closing Session & Breakfast/Wed

Check One:  VISA     MC    Check # \_\_\_\_\_ (payable to SFEA)

Card # \_\_\_\_\_ Name on Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ Validation Code (# on back of card) \_\_\_\_\_

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

Authorized signature \_\_\_\_\_

PO Box 965296, Marietta, GA 30066 • Office 770-592-7180 • Fax 770-592-7150

[www.southeastfestivals.org](http://www.southeastfestivals.org)

## 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 Evergreen Marriott Conference Resort 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 Evergreen Marriott Conference Resort 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 \_\_\_\_\_

*Mail to:*

Georgia International Horse Park  
Attention: Rebecca Hill  
1996 Centennial Olympic Pkwy  
Conyers, GA 30013

Fax 770-602-2500

*For more information contact Rebecca Hill at [rebecca.hill@conyersga.com](mailto:rebecca.hill@conyersga.com) or 770-860-4188*

**Early Bird Deadline: January 13, 2011**