



The AAGC Presents

A Three Ring Circus

Sponsor/Exhibitor Registration Packet



2018 AAGC Expo
6 p.m. to 9 p.m.

Thursday, September 27, 2018
DoubleTree by Hilton
2100 Bush River Road
Columbia, South Carolina 29210
www.aagcolumbia.org

AAGC EXPO Exhibitor Information










- First and foremost, the right to advertise is limited to exhibitors and sponsors only.
- Displays must be set up between 11 am and 5 pm the day of the show.
- If you will require electricity in your booth, please include an additional \$50 to your booth fee.
- ***Displays must be taken down between 9:00 pm and 11:00 pm the night of the show. The AAGC and The DoubleTree by Hilton do not accept responsibility for equipment left after 11:00 pm unless prior arrangements have been made. Breakdown of an exhibit booth before 9:00 pm or after 11:00 pm is PROHIBITED.***
- Door Prizes are welcomed and encouraged and will be given away throughout the evening beginning at 6:30 pm. Do not forget to bring a fish bowl or basket for attendees to leave their business cards and you may want to create blank cards for attendees to use if they run out of business cards. Your designated representative should take your entries and door prize to the AAGC booth to draw the winning name. The host will announce your company's name, the door prize item and the winner. The winner will be instructed to come forward to receive their prize. **(Only Direct and Management Company Members are qualified to win door prizes and must be present to win.)**
- The Grand Prizes will be drawn from the prize tickets given at registration upon entering the Expo.
- Each booth payment includes your food, entertainment and admission for three (3) company representatives. Each additional representative costs \$50 in advance; \$75 at the door. Credit card payments will be accepted.
- We have arranged to have the food and cash bar open at **5:30 pm** so that exhibitors have 30 minutes to eat and drink prior to the show opening. Please have your booth set-up and completed in time to enjoy this benefit!
- Exhibitor booths will be judged and awarded for "Best of Show" on the Local, Regional and National level, Best Product Display, Most Original Theme and the Rookie Award.
- Booth locations will be given on a *first come, first served basis*. As stated on registration forms, the AAGC reserves the right to approve booth locations.
- Please make sure there is always a representative at your booth. Should you need assistance, please see a member of the AAGC staff or a committee member.



Thank you for continued support of the Apartment Association of Greater Columbia (AAGC)!



KEYS TO A SUCCESSFUL EXPO SHOW BOOTH

-  It is important to have an objective and a goal for participating in the expo. Make sure every action and decision related to the booth and show focuses on that objective and goal.
-  Remember that the expo is a relationship-selling environment. While many major decision-makers will attend the AAGC trade show, they will not make snap decisions on purchasing products and services. Members typically close business transactions after they have a chance to get to know you and your products and services.
-  Plan the logistics of your booth. Who does what, when and how? Make sure you have adequate booth coverage throughout the show.
-  Most of the booth's impact is based on the booth staff's behavior. Hold something in your hands; make eye contact and smile at every visitor, not just the people to whom you want to talk; know what to do with multiple prospects; be creative with your opening line; avoid staff cluttering; and wear comfortable shoes.
-  Market your booth by using the AAGC's Expo show theme "**A Three Ring Circus**" Decorate your booth and use clothing or costumes that are appropriate to the theme, thus adding to a successful trade show atmosphere.
-  Give attendees a reason and a reward to stop at your booth. Introduce a new product, offer a discount on your product or service to attendees, give something away or present a mini-seminar.
-  Collect contact names during the show (ask for business cards, but have some blank ones available for those who did not bring them). After the show, follow-up with a thank you promotion and let guests know you are looking forward to the opportunity to do business with them. Communicating before, during and after the show increases the chances that your current and prospective customers will remember you when it is time to buy.
-  Keep up with your competition. Visit other booths. Remember to be cordial and professional when dealing with your competition.
-  Take time to talk with other AAGC Associate Members. Network with them to help market your name and business.



2018 AAGC EXPO CONTRACT

"A Three Ring Circus"

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6-9 pm - The DoubleTree by Hilton

REGISTRATION INFORMATION: *Please fill out completely*

COMPANY NAME: _____

CONTACT: _____

ADDRESS: _____

E-mail: _____

Phone: _____

AMOUNT ENCLOSED: _____

AUTHORIZED SIGNATURE: _____

Will you need electricity? Yes _____ No _____ (add \$50 to booth fee)

Will you need a display table? Yes _____ No _____

Will you need a booth sign? Yes _____ No _____

Will you be giving a door prize? Yes _____ No _____

Please list any other requirements you may need (additional charges may apply): _____

Please list booth representatives (three staff members included in price, please note the cost is \$50 for each additional person): _____

Booth preference: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

The AAGC reserves the right to approve all final booth locations. Please mail contract and full payment to the AAGC, PO Box 7515, Columbia, SC 29202. You may fax your registration to (803) 252-0589, Attn: AAGC EXPO Committee.

PAYMENT INFORMATION:

Booth Fee: \$ _____ Electricity: \$ _____ T-shirt/other Sponsorship: \$ _____

Total Due: \$ _____ Charge to Credit Card Invoice Us

Check Enclosed (in the amount of): \$ _____

Credit Card Information* (check one): Visa MasterCard AMEX Discover

Name on Card: _____

Credit Card #: _____

Card Billing Address: _____

City/State/Zip Code _____

Exp. Date: _____ CVV Authorization Code: _____

***Please add a \$3.00 convenience fee to your total if paying by credit card.**

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EXPO PARTICIPATION DETAILS

Please read over carefully and sign below

- Premium Booth (10x8; center aisle) - \$525 (single) or \$850 (double); Standard Booth (10x8) \$450 or \$750 (double); Non-standard (8x8) Booth - \$400 (a limited number are available on a first come, first served basis). Booth prices increase by \$75 after August 17, 2018. All booths must be **paid in full** prior to **August 31, 2018** or your booth reservation will be resold. Unpaid booths will not be allowed to display. Sorry, no exceptions.
- The right to advertise is limited to paid exhibitors and the Grand Sponsor only. Non-exhibiting supplier partners will NOT be allowed in the show. Sorry, there are no exceptions.
- Displays must be set up between 11:00 am and 5:00 pm the day of the show.
- You must disassemble your exhibit only between the hours of 9:00 pm and 11:00 pm. The AAGC and the host hotel is not responsible for any items left at the hotel.
- Each booth includes a table and three chairs, three general admission tickets and food. Additional booth representatives may attend for \$50 each if pre-registered or \$75 for additional on-site registrations. If electricity is required in your booth, please add \$50 to your booth fee.
- Door Prizes are welcomed and encouraged! Only direct members (community staff) are eligible to win Door Prizes and Grand Prizes.
- Exhibitor booths will be judged and awarded for "Most Original Theme," "Best Product Display," and "Best Rookie." **Additional categories also include the Local, Regional and National "Best of Show" winners, who will receive a free booth at next year's Expo.**
- All booth locations are given on a first come, first served basis. The AAGC reserves the right to approve final booth locations.
- Please note that this is a carpeted facility. All heavy equipment must be brought into the facility by dollies. Any damage to the facility will be assessed by the hotel and billed to the responsible vendor.
- No vehicles allowed inside the building.
- For more information, please call the AAGC office at (803) 252-5032 or e-mail at aagc@capconsc.com. Completed forms can be faxed to us at (803) 252-0589 or send via E-mail. Please note that individual sponsorships do not include an Expo booth. If you desire a booth, please add the appropriate fee and complete the EXPO Registration form. **All logos must be submitted by August 17, 2018 [eps or ai format only].**

NOTE: IF YOU CANNOT ATTEND AND **DO NOT** CANCEL, YOU ARE STILL RESPONSIBLE FOR FULL PAYMENT. CANCELLATIONS RECEIVED BEFORE AUGUST 17, 2018 ARE REFUNDABLE, LESS A \$75.00 SERVICE CHARGE. CANCELLATIONS RECEIVED AFTER AUGUST 18, 2018, ARE SUBJECT TO THE ENTIRE FEE. CANCELLATIONS MUST BE RECEIVED IN WRITING.

I agree to the terms outlined above: sign and keep a copy for your records; the AAGC will sign and return as confirmation.

Company Representative

Date

AAGC Signature

Date





2018 EXPO

Additional Sponsorship Opportunities

GRAND SPONSOR: \$1,200

Includes: A standard booth, signage at the event, a website ad, your logo prominently displayed on the Expo T-shirt and admission for three (3) representatives.

Expo T-shirt Sponsor: \$200.00 Includes company logo on the back of the shirt. T-Shirts will be given to all non-supplier attendees.

Expo Costume Contest Sponsor : \$275.00 Includes company logo on the back of the shirt. Sponsor will be recognized during the EXPO.

Company: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

DESIRED SPONSORSHIP:

_____ Grand Sponsor (\$1,200)

_____ We are interested in the T-shirt Sponsorship (\$200)

_____ We are interested in the Costume Contest Sponsorship (\$275)

Company Representatives attending the EXPO

PAYMENT INFORMATION:

Check Enclosed (in the amount of): \$ _____ Invoice Us: _____ Charge CC below _____

Credit Card Information* (Check one): Visa MasterCard AMEX Discover

Credit Card #: _____

Card Billing Address : _____

City/State/Zip Code _____

Exp. Date: _____ (CVV) Authorization Code: _____ *Please add a \$3.00 convenience fee to your total if paying by credit card.

Please invoice me (in the amount of): _____

Grand Total: \$ _____

I agree to the terms outlined above: sign and keep a copy for your records; the AAGC will sign and return as confirmation.

Company Representative Signature: _____ Date: _____

AAGC Representative Signature: _____ Date: _____

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