

# A MAGICAL NIGHT WITH THE AAGC



## SEPTEMBER 19, 2019

DOUBLE TREE BY HILTON 2100 BUSH RIVER ROAD COLUMBIA, SOUTH CAROLINA 29210





**2019 AAGC Expo**  
**September 19, 2019**  
**DoubleTree by Hilton**  
**Columbia, SC**

**Maximize your investments in the Midlands**

We expect to have a large turnout for our 2019 Annual Expo in Columbia, SC. You will want to take advantage of this special opportunity to feature your company, and what you have to offer to our member communities from across the Midlands. As an Expo exhibitor and/or sponsor, you will maximize your presence and investments. Thank you for supporting the multifamily industry in the Midlands of South Carolina.

**As an exhibitor you can:**

- Showcase your company’s products and/or services to our onsite staff and regional managers.
- Build connections with existing and potential customers; and
- Receive a contact list of registered Expo attendees.

**Support and grow your loyal customer base.**

AAGC offers many sponsorship opportunities as listed in this registration packet. Sponsorships at every level help to make the Expo a reality. The Expo, in turn, brings into one place a significant group of professionals who make up your customer base.

Sponsorships provide you with the opportunity to:

- Increase the visibility of your company and brand at the Expo beyond the exhibitor booth.
- Show support for the multifamily industry; and
- Give back to those who have made investments in your products and services.

<b>EXHIBIT BOOTHS</b>				<b>SPONSORSHIPS</b>
	Super Early Registration (before July 1)	Early Bird Registration (by Sept. 1)	Late Registration (after Sept. 1)	
<b>Premium Booth</b>	\$525	\$550	\$575	See the listing of sponsorship opportunities included in this packet to learn about ways to participate.  For more information about sponsorships: Donald Wood, AAGC Executive Director (803) 252-5032 <a href="mailto:aagc@capconsc.com">aagc@capconsc.com</a>
<b>Standard</b>	\$475	\$500	\$525	
<b>Double</b>	\$850	\$875	\$900	
<b>Non-Standard</b>	\$400	\$425	\$450	
Standard: Draped 10’x8’ booth (8’ back drape and 3’ high-side dividers), 6’ draped table, 2 chairs, wastebasket, vendor ID signage, complimentary internet, and listing in the Expo program. Non-standard booths are 8’x8’. <b>Premium Booths:</b> 1-4, 10, 17, 18-33, 34 41 and 42-45.				<b>2019 Expo Chair</b>  Heather Cannon Cell: (803) 600-7529 <a href="mailto:hcannon@locatehousing.com">hcannon@locatehousing.com</a>

# AAGC Rules and Regulations Governing All Exhibitor and Sponsors

**Dates:** September 19, 2019

**Location:** DoubleTree by Hilton  
2100 Bush River Road  
Columbia, South Carolina 29210

**Expo Chair:**

Heather Cannon  
[hcannon@locatehousing.com](mailto:hcannon@locatehousing.com)  
(803) 600-7529

**Exhibits Hours:** Thursday, September 19, 2019 5:30 p.m. to 8:30 p.m.

All exhibits should be completely set up by 4:45 p.m., **Thursday, September 19, 2019**. Access and set-up hours will be in your confirmed exhibitor confirmation letter. No dismantling or packing of exhibits may begin prior to 8:30 p.m. on **the night of the EXPO**. A block of rooms has been reserved at the hotel at the Expo rate of \$129/night. Reservations must be made by Tuesday, August 20, 2019.

**Description of Space:** Standard booths are 10'x8' consisting of the following: 8' high back drape and 3' high side dividers; 6' draped table (per booth); 2 chairs; vendor ID signage; wastebasket; and complimentary internet. Non-standard booths are 8'x8'. **Any two or more adjacent booths may be rented to provide a double or larger booth.**

**Booth Assignment:** Priority assignments may be given for sponsors, exhibitors with multiple booths, previous AAGC exhibitors, and date application/payment received. Early registration is encouraged. All applications must be accompanied by full payment. **No cancellation refunds will be issued after August 30, 2019.**

**Shipping Instructions:** The hotel has **limited storage space**. Pick-up arrangements should also be made prior to the Expo with our display company, PRX Exposition Services. More information will be sent in your exhibitor confirmation letter.

**Available Extras:** Additional tables, power or equipment should be requested prior to the Expo. Further information on ordering will be in your exhibitor confirmation packet.

**Subletting Exhibits Space:** No exhibit space may be sublet without written permission from the Executive Director or Expo Chair.

**Liability:** The Apartment Association of Greater Columbia and the DoubleTree by Hilton Hotel will not be responsible for the safety of exhibits from theft, fire, or other causes. The exhibitor assumes responsibility for injury or damage to persons or property occurring within the exhibits space assigned to each exhibitor in accordance with the terms of this agreement.

**Care of Building & Equipment:** Exhibitors or their agents shall not injure or deface the walls and floors of the building or the booths. If any damage occurs, the exhibitor is liable to the DoubleTree by Hilton Hotel. Signs must be attached to draperies surrounding the booths or to table covers.

**Character of Exhibits:** The Executive Director and Expo Chair reserves the right to decline any exhibit or part of an exhibit if it is deemed unsuitable.

**Listing in the Program:** To be listed in the official Expo program, exhibitors must be registered before **August 30, 2019**.

**Nature of Contractual Agreement:** The provisions set forth in this document shall be binding upon exhibitors who make application, pay fees and are assigned space. No refunds will be issued after **August 30, 2019**.

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## Sponsorship Opportunities

The Apartment Association will host its 2019 Annual Expo on September 19, 2019. The Expo is open to all member communities and management companies of the AAGC. Last year we had nearly 250 attendees, and we are anticipating even more for 2019. Please encourage your partner communities to participate. Maximize your meeting presence by partnering with AAGC through a sponsorship! Many opportunities are available, from general Expo sponsorships to individual event sponsorships and more. Help us celebrate a milestone, and bring benefits to your company/organization!

### General Expo Sponsorships

#### **GRAND Sponsor (\$1,200)**

- Exhibit booth
- Verbal thanks by the AAGC President from podium and a representative from your company on stage
- Signage
- Prominent logo placement on the Expo T-shirt
- Logo exposure on Expo website and program
- Social media and website posts
- E-mail highlighting your organization and services sent to attendees prior to Expo

#### **BAR Sponsors (\$450; two available)**

- Company logo included on all cocktail napkins
- Signage at your bar location
- Logo exposure on Expo website and program
- Social media and website post

#### **Costume Contest (\$300)**

- Signage at the registration desk
- Acknowledgement when winners are presented
- Logo exposure on Expo website and program
- Social media and website post

#### **T-SHIRT Sponsors (\$200)**

- Logo on the back of the Expo T-Shirt
- Signage at the registration desk
- Logo exposure on Expo website and program

## **AAGC EXPO Exhibitor Information**

First and foremost, the right to advertise is limited to exhibitors and sponsors only.

- ✓ Your exhibit must be set up between 11 a.m. and 4:45 p.m. the day of the show.
- ✓ If you will require electricity in your booth, please include an additional \$50 to your booth fee.
- ✓ Booths must be taken down between 8:30 p.m. and 9:30 p.m. the night of the show.
- ✓ The AAGC and The DoubleTree by Hilton do not accept responsibility for equipment left after 10 p.m. unless prior arrangements have been made.
- ✓ Breakdown of an exhibit booth before 8:30 p.m. or after 11:00 p.m. is PROHIBITED.

## Prize Drawings/Door Prizes

- ✓ Door Prizes are welcomed and encouraged and will be given away throughout the evening beginning at 6:30 p.m. Do not forget to bring a fish bowl or basket for attendees to leave their business cards. 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 main stage 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.
- ✓ Cash prizes drawn from the prize tickets given at registration upon entering the Expo.

## Miscellaneous Information

- ✓ 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 p.m. 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 and priority is given to our sponsors.
- ✓ Please make sure there is always a representative at your booth. Should you need assistance, please see a member of the AAGC staff or an Expo committee member.
- ✓ 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 MAGICAL NIGHT WITH THE AAGC.**" 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.

**EXHIBITOR/SPONSOR REGISTRATION FORM**  
 2019 AAGC Annual Expo / September 19, 2019 / DoubleTree by Hilton



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

**Contact Person:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone: (Office):** \_\_\_\_\_ **(Cell/Mobile):** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Company Website:** \_\_\_\_\_

**Name of Booth Representatives:** \_\_\_\_\_

**Booth preference:** 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_ 4<sup>th</sup> Choice \_\_\_\_\_

**Exhibit Booth:**

Booth sign should read (if different from companyname): \_\_\_\_\_

	Super Early July 1 <sup>st</sup>	Early Sep. 1 <sup>st</sup>	Late After Sep. 1 <sup>st</sup>	
_____ <b>Premium Booths (10'x8' w/ table)</b>	\$525	or \$550	or \$575 =	\$ _____
_____ <b>Standard (10'x8' w/ table)</b>	\$475	or \$500	or \$525 =	\$ _____
_____ <b>Non-Standard (8'x8' w/ table)</b>	\$400	or \$425	or \$450 =	\$ _____
_____ <b>Double Booth</b>	\$850	or \$875	or \$900 =	\$ _____
_____ <b>Additional Tables</b>		Number _____	X \$40 =	\$ _____
_____ <b>Booth Electricity</b>			\$50 =	\$ _____

Will you need access to the internet (no charge)? Yes No

Product or service description: \_\_\_\_\_

Firms we **DO** wish as neighbors: \_\_\_\_\_

Firms we **DO NOT** wish as neighbors: \_\_\_\_\_

AAGC will make the booth assignments. Refund requests cannot be honored after August 30, 2019.  
 \*\*\*\*\* Information received after September 1, 2019 may not appear in the printed Expo program. \*\*\*\*\*

**Sponsorships**

- Grand Sponsorship - \$1,200
- Bar Sponsorship - \$450 (2 available)
- Costume Contest Sponsorship - \$300
- T-Shirt Sponsorship - \$200

**Total Due: \$** \_\_\_\_\_

By signing this contract, I agree that the representatives of my company will accept and comply with the **Rules and Regulations Governing All Exhibits and Exhibitors**. Please enclose a check for the total amount due including any sponsorships. Checks should be made payable to AAGC (**Federal ID# AAGC: 57-0740439**). Booth confirmations will be E-mailed no later than the week of September 6, 2019. If you desire to pay by credit card, please complete the credit card authorization form included in this packet.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Return signed form and payment in full to: AAGC, PO Box 7515, Columbia, S.C. 29202**  
 Physical Address: 1300 12<sup>th</sup> Street, Suite B, Cayce, SC 29033



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## Credit Card Authorization Form

Date: \_\_\_\_\_

Contact: \_\_\_\_\_

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

### Purpose of Purchase [Please check the appropriate boxes]

- \_\_\_\_\_ Booth Fee
- \_\_\_\_\_ Electrical (\$50)
- \_\_\_\_\_ Additional Table (\$40)
- \_\_\_\_\_ T-Shirt Sponsor (\$200)
- \_\_\_\_\_ Costume Contest Sponsor (\$300)
- \_\_\_\_\_ Bar Sponsor (\$450)
- \_\_\_\_\_ Grand Sponsor (\$1,200)
- \_\_\_\_\_ Other

### Credit card Information

\_\_\_ Visa    \_\_\_ MasterCard    \_\_\_ American Express    \_\_\_ Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name of the Card Holder: \_\_\_\_\_

Billing address: \_\_\_\_\_

Billing Zip code: \_\_\_\_\_

Signature: \_\_\_\_\_

Amount to Charge: \_\_\_\_\_

[A \$3 Credit Card convenience fee will be added to all transactions. Please note: Credit card transactions cannot be made without the CVV security code.]

AAGC  
P. O. Box 7515  
Columbia, SC 29202  
Office: (803) 252-5032 / Fax: (803) 252-0589  
[aagc@capconsc.com](mailto:aagc@capconsc.com)

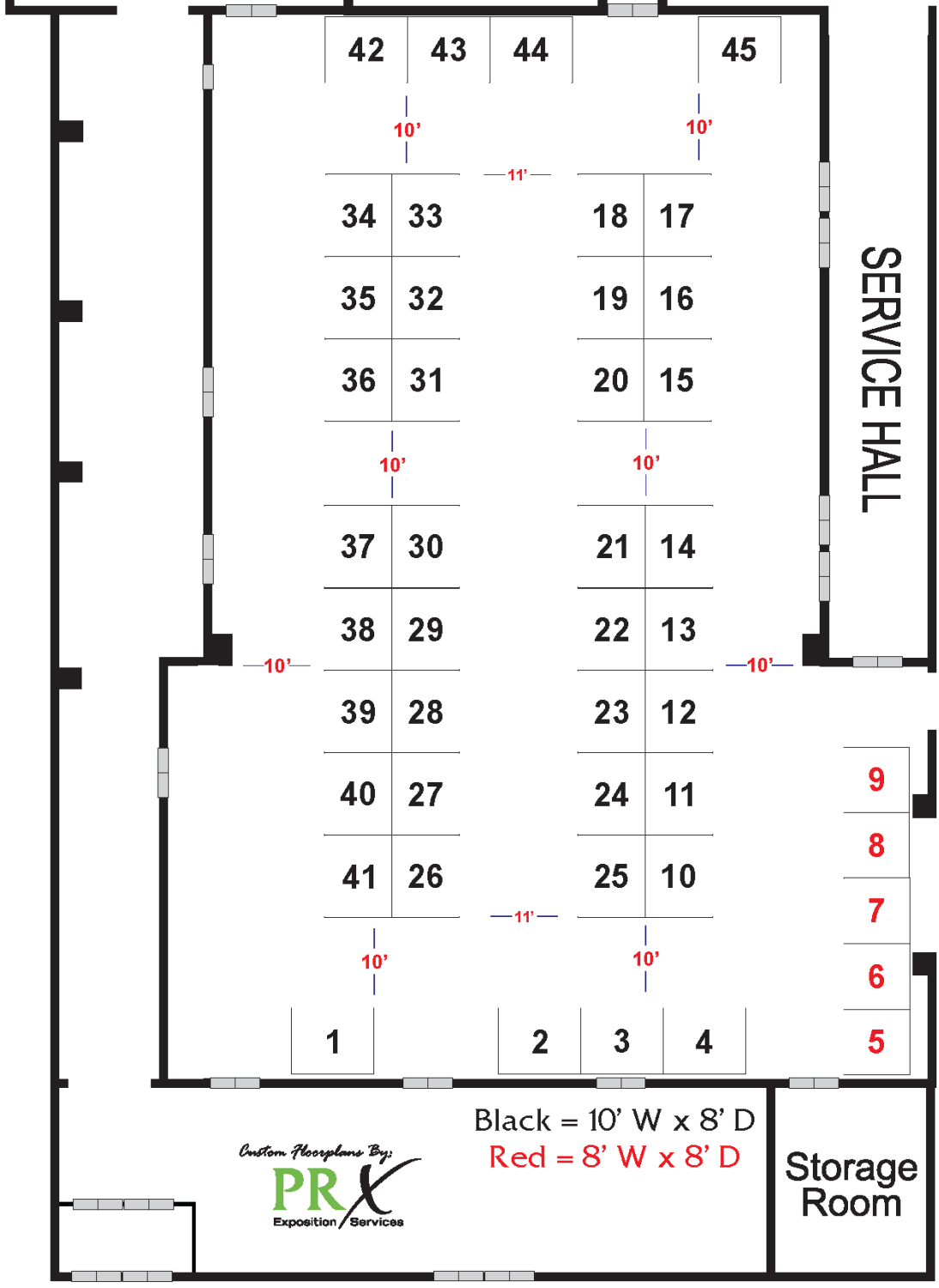
Restroom

Restroom



**AAGC**

Apartment Association of Greater Columbia



Custom Floorplans By:  
**PRX**  
 Exposition Services

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