

2016 IIABSC Annual Convention



EXHIBITOR GUIDE

Dear Exhibitor:

The **Independent Insurance Agents and Brokers of South Carolina** is pleased to have you exhibit at our **118th Annual Convention**, scheduled for October 30– November 1 at The Omni Grove Park Inn Resort & Spa in Asheville, NC. The Annual Convention will draw attendees from IIABSC's diverse membership of 400 agency locations within South Carolina, as well as many other industry professionals within the state and surrounding areas. The convention will provide you with valuable opportunities to make contacts with key decision makers from the insurance industry, with over 5.5 hours available for you to interact with attendees.

PLEASE READ all information included in this packet. Be sure all exhibitors at your booth are informed.

This Exhibitor Guide contains the following information:

- IIABSC 2016 Exhibitor Fact Sheet (page 2)
- Exhibition Rules and Regulations (page 3)
- Exhibit Hall Map (page 4)
- Electrical/AV/Internet Order Form (page 5)
- Shipping/Freight Service Forms (pages 6-12)
- Booth Décor Contest and Costume Invitation (page 13)
- Exhibitor Booth Drawing- Prize Forms (page 14)
- 2017 Palmetto Partner Pledge Form (pages 15-16)

EXHIBITOR FACT SHEET

Conference Dates: October 30- November 1
Conference Location: The Omni Grove Park Inn Resort & Spa- 290 Macon Avenue- Asheville, NC 28804
Target Attendance: 375- 400
***Exhibit Hall Location:** Exhibits will be located in **Grand Ballrooms BC in the Vanderbilt Wing**

Exhibit Hours:

Sunday, October 30 **Exhibitor Set-up:** 11:00 am– 1:30 pm
Exhibit Hall Open/ Exhibitor Reception: 2:00 pm- 5:00 pm
Monday, October 31 **Exhibit Hall Open/Continental Breakfast:** 7:30 am– 10:00am
Exhibitor Breakdown– 10:00 am– 12:00 pm
**See rules and regulations regarding booth breakdown on page 3.*

Directions to Exhibit Hall Loading Dock:

From Charlotte Street, turn left onto Edwin Place. Go straight thru traffic light and road becomes Kimberly Avenue. Stay on Kimberly until you reach the first road on the right (which is Country Club Road). Follow Country Club and turn onto the next right, which is Club View Road. Follow this road onto GPI property. Go past receiving dock (which is located on the right). At the second (2nd) stop sign, turn right. Turn right at the next intersection (in front of Sports Complex) Grand Ballroom loading dock is at the top of the hill (ramp is on the right side of the building). ***For directional assistance call the Grove Park Inn at 800-438-5800.**

Upon Arrival:

All exhibitors name badges, event tickets and additional information will already be at your booth. Exhibitors only need to pick up their attendee gift. Any UN-registered additional exhibitors will need to locate the ONSITE registration desk to complete a registration form in order to receive a name badge and event materials.

Exhibitor Registration Fee Includes:

- Exhibit booth display area with pipe and drape
- One 6' or 8' skirted table (depending on booth type) and two chairs
- Complimentary food and beverages in exhibit hall
- Entry to all sessions, meal functions and events
- Listing on conference signage, materials and the IIABSC website
- Mailing list of attendees available on the IIABSC website two weeks prior to convention

*Additional Charges:

Electrical/AV, Internet, and Shipping are not included. See below for order forms.

ANCILLARIES:

Electricity, A/V and Internet requests for your booth must be made in advance through Encore Event Technologies using the form on page 4. You must know your booth number to submit your order so please wait until you have received a final booth assignment confirmation from IIABSC. Return completed forms & payment directly to Encore.

SHIPPING:

Booth materials MUST be shipped through Displays Unlimited using the forms on page 5-6. Return completed forms directly to Displays Unlimited and they will handle the delivery of your materials to your assigned booth location. *The Grove Park Inn will NOT accept any deliveries shipped directly to them.*

Theme:

This year's convention theme is **Roaring 20's**.

Booth Decoration & Costume Contest:

See page 9 for details.

Independent Insurance Agents and Brokers of South Carolina
800 Gracern Road- Columbia, SC 29210
803-731-9463 (phone) 803-772-6425 (fax) www.iiabsc.com

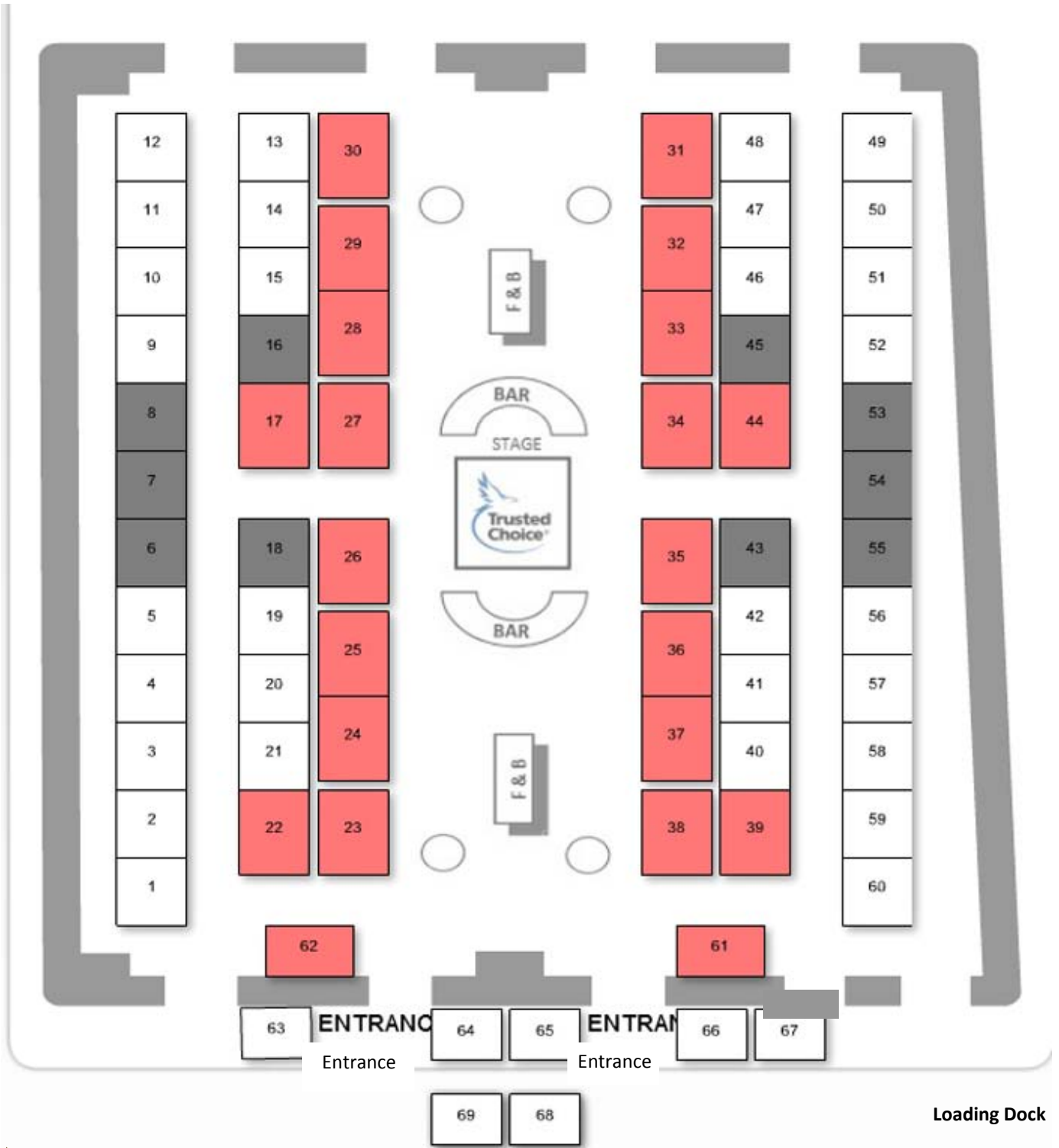
EXHIBITOR RULES & REGULATIONS

- **Payment Policy:** Payment is due in FULL at the time your exhibitor registration is submitted, unless paying by check. All checks must be received by IIABSC at least 3 weeks prior to the event. No exhibitor will be allowed to set up a display booth unless paid in full.
- **Cancellation Policy:** For cancellations received on or after September 28, 2016, 50% of the total registration fee is refundable. There will be no refunds for cancellations received after October 12, 2016.
- All booths should be fully set up at least 30 minutes before the opening of the exhibit hall. Do not remove or disassemble display materials prior to the official breakdown time.
- All booths must be broken down no later than 12:00pm on Monday, October 31st. **Exhibit booth Breakdown outside of specified breakdown times is strictly prohibited.** Those in violation of this regulation will incur a penalty fine of \$500 and will not be permitted to exhibit at future events until the fine has been paid in full.
- All display items should be firmly supported or securely fastened.
- Exhibitors are expected to be respectful and observe the rights of all other exhibitors. Excessively noisy or visually distracting displays will be adjusted to acceptable levels by show management. Displays must not block the walkway or prevent easy access to other exhibitors.
- Exhibitors are responsible for choosing their own booth location preferences and booths are assigned on a first come first reserve basis, based on availability. Please note that it is a possibility that other and/or adjacent exhibitors may offer competing products.
- **Priority selection of exhibit booths and sponsorships is given to our annual Palmetto Partner sponsors who's booths will be highlighted with red pipe and drape. To learn more about becoming a 2017 Palmetto Partner sponsor, see the pledge form and outline of benefits provided on our website.**
- **Please note:** The exhibit hall diagram is a close representation of the exhibit hall but is not drawn exactly to scale. IIABSC reserves the right to make any logistical changes necessary or as required by the hotel or fire marshal.
- **Security:** The exhibit hall (Grand Ballrooms B-C) will be locked and secure (standard hotel "lock-down") outside of the specified exhibit hall hours of operation. **Please note:** Any exhibit tables in the foyer are outside of the exhibit hall and security will not be posted in this area. Exhibitors are encouraged to remove any items that are of value when not at your (foyer) booth. The exhibit area is off-limits to non-conference attendees; however, IIABSC will not be held responsible for any lost or stolen items.
- Exhibitors are NOT permitted to make any announcements from the main stage microphone. Microphones in the Exhibit Hall are for the use of IIABSC and designated event staff/committee only.
- Exhibitors are encouraged to bring giveaways/promotional items and are permitted to hold prize drawings at their booth. Exhibitors must post prize winners on the board provided in the exhibit hall. Prize forms are provided on page 10 (please make additional copies if needed). Booth drawings are separate from any IIABSC drawings or prize giveaways. Exhibitors are responsible for their own drawings and making sure prizes are redeemed by the winner before exhibit hours end.

****Any information provided in this guide may be amended solely by IIABSC with due consideration being given to all convention attendees.**

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EXHIBIT HALL: Grand Ballrooms BC



★ ← IIABSC Registration

FOYER

ELEVATOR

Independent Insurance Agents and Brokers of South Carolina
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