

# 2017 IIABSC Annual Convention



## EXHIBITOR GUIDE

Dear Exhibitor:

The **Independent Insurance Agents and Brokers of South Carolina** is pleased to have you exhibit at our **119th Annual Convention**, scheduled for October 15– October 17 at The Marriott Resort at Grande Dunes in Myrtle Beach, SC. 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 4 hours available for you to interact with attendees. \*Please note that an updated exhibit hall map and assignments can be found online.\*

**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 2017 Exhibitor Fact Sheet (page 2)
- Exhibition Rules and Regulations (page 3)
- Booth Décor Contest and Costume Invitation (page 4)
- Electrical/AV/Internet Order Form (page 5)
- 2018 Palmetto Partner Pledge Form (pages 6-7)- *Coming Soon...*

For PRX Shipping/Freight Service Information see page 2

# EXHIBITOR FACT SHEET

**Conference Dates:** October 15— October 17  
**Conference Location:** The Marriott Resort at Grande Dunes 8400 Costa Verde Dr., Myrtle Beach, SC 29572  
**Target Attendance:** 375- 400

**\*Exhibit Hall Location:** Exhibits will be located in **Atlantic 5-8 +pre-function**

## Exhibit Hours:

Sunday, October 15 **Exhibitor Set-up:** 3:00 pm – 6:00 pm

Monday, October 16 **Exhibit Hall Open:** 8:00 am – 10:00am  
**Exhibit Hall Open/ Lunch:** 11:30 am – 2:30 pm

**\*Exhibitor Breakdown\*** 2:30pm

*\*See rules and regulations regarding booth breakdown on page 3.*

## 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 (*foyer booths are table tops only*)
- 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 PSAV Presentation Services using the form on page 5.** You must know your booth number to submit your order so please wait until you have received a final booth assignment (which can be viewed on the IIABSC website. Return completed forms & payment directly to PSAV/Marriott Grande Dunes.

### SHIPPING:

**Booth materials MUST be shipped through PRX Exposition Services.** Required information will be sent to exhibitors to make arrangements and PRX will handle the delivery of your materials to your assigned booth location and well as the return of your materials as specified. *The Marriott Resort is not prepared to accept or store any deliveries shipped directly to them. and hotel fees will apply.*

## Theme:

This year's convention theme is **Be a Game Changer.**

## Booth Decoration Contest:

See page 4 for details.

## Exhibit Booth Drawings:

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. 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.

# 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 13, 2017, 50% of the total registration fee is refundable. There will be no refunds for cancellations received after September 22, 2017.
- 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 3:30pm on Monday, October 16. **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 2018 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 (Atlantic 5-8) 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/prefunction) 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 Booth Decorating Contest!

Put your game faces on and join us as we put a playful spin on this year's exhibit hall. We invite all exhibitors to decorate their booths to go along with our "Be a Game Changer" theme. Get creative and think along the lines of The Game of LIFE, Chutes & Ladders, Dominos, Monopoly, Scrabble, Trivial Pursuit or any of your favorite games. Exhibit booths will be judged on Monday, October 16<sup>th</sup>.

**ONE winner will be selected** –for *Best Overall Booth*. **The winners of the Best Overall Booth will each receive a \$50 Visa Gift card. Winners will be announced on Monday evening.**

The Best Overall Booth winner will also win the opportunity to bond with the coveted gold elephant, Elly. Throughout the next year, Elly will enjoy sight-seeing and adventures with the winning organization, which will also have the opportunity to document all of the excitement as she travels with you. We wish you ALL the best of luck... It is up to you to determine where Elly will spend her next year!

Help us make this a game changing event!



Independent Insurance Agents and Brokers of South Carolina  
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803-731-9463 (phone) 803-772-6425 (fax) [www.iabsc.com](http://www.iabsc.com)

## 2017 IIABSC ANNUAL CONVENTION OCTOBER 15-17 EXHIBITOR ORDER FORM

**FORM DUE BY:** September 25, 2017  
**RETURN FORM TO:** Myrtle Beach Marriott Resort at Grande Dunes  
 Catering Department  
 8400 Costa Verde Drive  
 Myrtle Beach, SC 29572  
 Fax (843) 692-3700 – wweldon@marriottsales.com  
 Attention: Wil Weldon

COMPANY NAME:	SHOW NAME:			
BILLING NAME:	EXHIBIT DATES:			
	BOOTH NUMBER:			
BILLING ADDRESS:	CITY, STATE & ZIP:			
CONTACT NAME:	TELEPHONE #:			
EMAIL ADDRESS:	FAX #:			
CC # :	EXPIRATION DATE:			
SET UP DATE:	SET UP TIME:			
BREAKDOWN DATE:	BREAKDOWN TIME:			
<b>HIGH SPEED INTERNET ACCESS</b>	DAILY RATE	QTY	DAYS	TOTAL
WIRELESS INTERNET ACCESS	\$100 PER DAY			
WIRED HIGH SPEED INTERNET ACCESS	\$150 PER DAY			
<b>ELECTRICAL</b>	DAILY RATE	QTY	DAYS	TOTAL
110 VOLT / 10 AMP STANDARD OUTLET (ONE PLUG-IN)	\$75 PER DAY			
220 VOLT / 20 AMP STANDARD OUTLET (ONE PLUG-IN)	\$150 PER DAY			

Electrical service requests must be received by the Catering Department at least (14) days prior to your conference. Order form must be completed in its entirety and accompanied by a check or credit card number to become final. **Note:** We cannot guarantee service on late requests. There will be (without exception), a \$50.00 service charge on all late requests, in addition to normal charges. Day of show requests will be charged at an additional \$100.00 for service.

**Special Notice:** (Limited Supplies – First Come, First Serve)

- Any power requirements other than those specified on this sheet, must be discussed with your Catering Manager
- The Hotel is not responsible for damage to equipment due to variations in voltage caused by public service
- The Hotel will not hook up improperly wired equipment
- All metal raceways, metal lighting fixtures, metal housings of electrical powered equipment shall be grounded
- Flexible cords and cables less than #14 gauge wire shall not be permitted
- The use of lamp cord, cube taps or similar devices is not permitted
- No spring type-clamp spot fixtures or holders will be allowed. Only fixtures of screw-in type clamps will be allowed with #14-3 wire S.J. cord

**SHIPPING: IIABSC EXHIBITORS ARE ASKED TO SHIP THROUGH PRX EXPOSITION SERVICES (FORMERLY DISPLAYS UNLIMITED). PRX SHIPPING FORMS ARE INCLUDED IN IIABSC EXHIBITOR PACKETS. BELOW INFO APPLIES TO SHIPMENTS DIRECT TO HOTEL.**

All shipments should be addressed as follows:  
 Myrtle Beach Marriott Resort at Grande Dunes  
 8400 Costa Verde Drive- Myrtle Beach, SC 29572  
 Attention: Catering Department  
 Hold For: Receiver's Name/Group Name

Estimated Hotel Shipping and Receiving Charges (If not shipping through PRX)			
1-25#	\$7.00	\$5.00	\$5.00
26-50#	\$15.00	\$10.00	\$10.00
51# and over	\$25.00 & up	\$15.00 & up	\$15.00 & up
Display Cases	\$35.00	\$20.00	\$20.00
Pallets ½ under 36"	\$100.00	\$75.00	\$75.00
Pallets Full	\$150.00	\$100.00	\$100.00
Crates under 150#	\$100.00	\$75.00	\$75.00
Crates over 151#	#150.00	\$100.00	\$100.00