

## Vendors/Sponsors

### **SASFAA Vendor/Sponsor Chair**

This member of the Executive Board serves on the Conference Committee as an ex-officio member; however, he/she works extremely hard in coordinating information to and from our Vendors/Sponsors in conjunction with the Conference.

### **Exhibit Area**

Know the location of your Exhibit Area in terms of space (i.e. size and number of tables it will hold). Make sure it is in a convenient location to other meeting spaces. The Vendor/Sponsor Chair should design a layout of the Exhibit Area for the printed program.

**[Please note: At least two additional booths should be included in the Exhibit Area – one for SASFAA New Aid/Mid-Level Workshops (Vice President’s responsibility) and one for the Next Annual Conference (Conference Chair-elect’s responsibility).]**

### **Drayage Company**

A drayage company is hired to provide services in the setup of the Exhibit Area. Check with the hotel regarding a reputable local drayage company that has worked with that hotel in the past.

If you are planning on displaying state banners, check with the drayage company about a possible setup.

### **Shipping**

Work with the Hotel regarding pre-conference shipping to see if they have storage room or if an outside Shipping & Storage Company is used. This information is needed by the Vendor/Sponsor Chair to inform our benefactors how and when they may ship their goods.

You will also need this information for at least the printed programs and “giveaway” for shipping and storage purposes.

**[Make sure that items needed for conference packet stuffing are marked separately for ease of having that delivered on Friday – Vendor setup needs to be available on Sunday morning.]**

## **Sponsored Events**

The Vendor/Sponsor Chair will coordinate with our vendors regarding sponsored events. If they have currently sponsored an event or item, they have the right of first refusal. If you have any NEW events that have not previously been sponsored, notify the Vendor/Sponsor chair immediately.

Also, make sure that Vendor/Sponsor “outside” events are coordinated through you and the Hotel Liaison if they are on-site (e.g. a luncheon on Tuesday when no conference luncheon is planned). **It is important that you are aware of all SASFAA-related events at the hotel.**

You will need to know all sponsored events for program printing as well as to assist in writing the President’s script (to say “Thank You”).

## **Program**

It is the responsibility of the Vendor/Sponsor chair to secure an Exhibit Area layout, a listing of all Vendors/Sponsors, and the section showcasing our Vendors/Sponsors in Donor Levels for the conference program.

He/she must coordinate with the Conference Committee Liaison in charge of printing to get the required information in the correct format by the established deadline.

# HOLLINS

EXPOSITION SERVICES

PO Box 49837, Greensboro, NC 27419  
Phone: 336-315-5225 Fax: 336-315-5220

August 25, 2005

Ms. Janet Sain  
Southern Association of Student Financial Aid Administrators  
716 Hampton Way Drive  
Winston Salem, NC 27107  
Phone: (336) 785-7626 Fax: (413) 376-2850

Dear Ms. Sain:

On behalf of Hollins Exposition Services, I am pleased to have this opportunity to submit the following proposal.

**Southern Association of Student Financial Aid Administrators Conference  
February 12 – 14, 2006  
Sheraton Four Seasons / Koury Convention Center  
Greensboro, NC**

\*\*\*\*\* PROPOSAL \*\*\*\*\*

*All pricing includes the installation and removal of equipment, and is contingent on the following: 1) Hollins Exposition Services will be the exclusive freight handler for this event. Any freight shipped for event, including all freight shipped to the event site and not received by the exhibitor at the time of arrival, will be consigned to Hollins Exposition Services and prevailing rates will apply. 2) With exception to personal exhibitor furnishings, Hollins Exposition Services will be the sole purveyor of booth furnishings; e.g., tables, chairs, carpets, etc. Furnishings belonging to purveyors other than Hollins Exposition Services, including the event site, will neither be offered nor made available. Lessee shall be responsible for any damage or loss of any rented materials from the time they are placed on the show floor until they are returned to Hollins Exposition Services. No signs, merchandise or any other items are to be pinned, stapled or otherwise attached to any material or equipment provided by Hollins Exposition Services.*

## **FLOOR PLAN LAYOUT**

We will provide a camera-ready floor plan layout drawn to your specifications.

**NO CHARGE**

## **EXHIBIT BOOTHS**

We will provide approximately ninety booths – **10 ft. wide x 10 ft. deep** or **10 ft. wide x 8 ft. deep** - with the following:

- 8 ft. high pipe and flame resistant fabric back wall drape
- 3 ft. high pipe and flame resistant fabric side divider drape
- one 7 in. x 44 in. identification sign
- one 6 ft. table topped with flame resistant white vinyl and draped with a pleated flame resistant fabric skirt
- two folding chairs
- one wastebasket with liner

**\$ 50.00 PER BOOTH**

## **COLOR CHART**

Drape and table skirts will be furnished in the color(s) you select from the attached charts.

## ***BOOTH IDENTIFICATION SIGNS***

Booth identification signs will be provided as listed in the exhibit booth information above. To ensure timely preparation of these signs, we require a complete list of your confirmed exhibitors' sign information. Please proof this list carefully before sending. We must receive your list at least ten days prior to show opening.

## ***MASKING DRAPE***

We will provide flame resistant fabric masking drape to screen unsightly or exposed areas at:

- 8 ft. high
- 3 ft. high

**\$ 1.50 PER LINEAR FT.**

**\$ 1.25 PER LINEAR FT.**

## ***MISCELLANEOUS FURNISHINGS***

We will provide all other miscellaneous furnishings to Show Management at twenty-five percent (25%) off our published discount rates.

## ***SIGNS***

We will provide custom signs to Show Management at fifteen percent (15%) off our discount rates with the understanding we must receive your order at least two (2) weeks prior to show opening.

## ***SPECIAL DECORATING, THEME PIECES, DIRECTIONAL AIDS***

All special decorating items will be quoted on an individual basis for approval, and every possible consideration will be given in the pricing of these items when specifications are known.

## ***EXHIBITOR SERVICE PLANNER***

We will mail to each of your confirmed exhibitors, approximately forty five (45) days in advance of the show, a complete "Exhibitor Service Planner" containing all the necessary order forms and instructions to aid them in their show participation.

**NO CHARGE**

## ***SERVICE DESK***

We will maintain a service desk in the exhibit area during those crucial hours of installation and dismantling, to be of optimum assistance to you and your staff, and to avail your exhibitors of our supplemental services.

**NO CHARGE**

## ***MATERIAL HANDLING***

We will provide complete material handling and drayage service to exhibitors at prevailing rates. The drayage service will consist of the following:

### ADVANCE SHIPMENTS

- Exhibitors may ship crated or packaged materials to our warehouse facility up to 30 days in advance for pre-show storage. At set-up time, we will transport all materials to the show site and deliver to designated booths.

### SHOW SITE SHIPMENTS

- During the set-up period, we will receive and deliver all materials consigned to us at the show site.

### INCLUDED IN THE ABOVE SERVICES

- We will remove and store all empty containers after set-up, and return containers at close of the show.
- During the move-out period, we will remove all materials from the booths and load on outbound carriers.
- We will provide all necessary freight handling papers, such as bills of lading and shipping labels, plus clerical assistance to prepare the paperwork for outbound shipments.
- We will coordinate the entire drayage operation and cooperate with common carriers and van line representatives.

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***PRODUCTION LOCATION & TIMELINE***

**Location of Event:** Sheraton Four Seasons / Koury Convention Center

**Decorator Move-In Date:** Saturday, February 11, 2006      **Time:** 4:00 pm - 11:00 pm

**Exhibitor Move-In Date:** Sunday, February 12, 2006      **Time:** 8:00 am - 12:00 pm

**Move-Out Date:** Tuesday, February 14, 2006      **Time:** 4:00 pm - 8:00 pm

Dates and times shown above are considered correct. Should there be changes in dates, times, quantities or should the event location change, prices listed in this agreement will be subject to change accordingly.

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***TERMS: Net Cash Ten (10) Days***

A seven percent (7.0%) state sales tax will be added to all appropriate charges. All amounts due Hollins Exposition Services under this proposal are due and payable no later than the terms set forth above. It is hereby understood that any amount unpaid after said terms will be automatically subject to an additional finance charge of one and one half percent (1.5%) per month on the unpaid amount together with any additional cost and fees, including collection fees, court cost and legal fees as may be incurred in the collection of the unpaid amount. Said additional cost and fees not to exceed fifteen percent (15%) of the unpaid amount or three hundred dollars (\$300.00) whichever is greater. It is agreed that any and all legal action necessary to resolve any claim will be conducted in the General Court of Justice of Roanoke County, VA. All parties agree that this proposal when signed by both parties becomes a contract under seal for which the Statue of Limitations will be 10 (ten) years.

***If proposal is not signed and received within twenty (20) days of the date shown above pricing may be subject to change, and show dates or times may be forfeited.***

We believe our proposal satisfies your requirements. If you find our proposal reasonable, we would be delighted to receive your acceptance as indicated by the execution and return of the original, retaining the copy for your files

We look forward to your favorable response.

Respectfully submitted,



Erin Lohrman  
Account Manager  
Hollins Exposition Services Greensboro, Inc.

Enclosures

This proposal has been accepted and approved by: \_\_\_\_\_

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

Drape Color(s): \_\_\_\_\_

Table Skirt Color: \_\_\_\_\_

## DRAPE COLORS

Royal Blue



Red



White



Burgundy



Hunter Green



Black



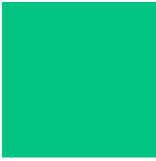
Silver



Gold



Seafoam



Beige



Plum



Peach



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## TABLE SKIRT COLORS

Royal Blue



Red



White



Burgundy



Hunter Green



Black



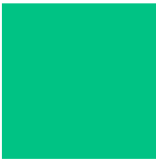
Silver



Gold



Seafoam



Beige



Plum



Dusty Rose



Orange



Berry



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## CARPET COLORS

Royal Blue



Red



Hunter Green



Charcoal Gray



Silver Gray



Black





February 13 - 15, 2005

L 854

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Hyatt Regency Atlanta • Grand Hall  
 265 Peachtree Street N.E., Atlanta, Georgia 30303-1294

BOOTH COUNT	BOOTH SQ. FT.
10 x 10 - 52	5200
10 x 20 - 9	1800
10 x 30 - 1	300
<b>TOTAL SQ. FT.:</b>	<b>7300</b>

