



Educational Fall Showcase & Seminar

Wednesday, September 23, 2009 from 2:00 pm – 6:00 pm

“StayCations”

What Happens in St. Louis Stays in St. Louis

EXHIBITOR REGISTRATION

Early Bird Special – Register by August 26th – Save \$100.00

St. Charles Convention Center – Convention Plaza – St. Charles, MO 63303



St. Louis Apartment Association Educational Fall Showcase - Exhibitor Registration

Showcase Display Registration Fee -

Exhibitors have several options from which to choose. For your information "extreme prime" and "prime" displays" are located in areas where we expect heavier traffic. (i.e., front entrance, food and beverages locations)

Please note: Admission to the exhibits is limited to individuals and businesses that have paid for space assignments. No other persons will be permitted access to the Showcase facility for the purpose of demonstrating their products, distributing advertising material or material for any other purpose.

Early Bird Special – Register by Wednesday, August 26th to enjoy a \$100.00 Savings

# of Displays Available	Booth Size	Price	W/Electricity	W/Internet
40	General 8' x 10'	\$450.00	\$540.00	Add/\$50.00
18	Prime 8' x 10'	\$550.00	\$640.00	Add/\$50.00
12	Extreme Prime 8' x 10'	\$650.00	\$740.00	Add/\$50.00
After August 26th	General 8' x 10'	\$550.00	\$640.00	Add/\$50.00
	Prime 8' x 10'	\$650.00	\$740.00	Add/\$50.00
	Extreme Prime 8' x 10'	\$750.00	\$840.00	Add/\$50.00

➤ Double Displays (8' x 20') are available upon request - \$900.00 (General) \$1,100.00 (Prime)

Exhibitor cost includes -

8' x 10' Display	Pipe & Drape (green/white, w/carpet)
Skirted 8' table, 2 chairs/trash can	Name Badge(s)
Complimentary copy - 2009 Exhibitor Directory	Company Sign

Exhibitor Setup -

The show is located in the Grand Ballroom, located on the upper level of the Convention Center. Exhibitors will be able to set-up displays beginning at 12:00 Noon on Wednesday, September 23rd only! When you arrive, exhibitors are asked to use loading docks D, E or F, entrance located on Fairgrounds Blvd. These docks enter directly into the Showroom. The Showcase opens to the public from 2:00 pm – 6:00 p.m.

Exhibitor Shipping Information –

Shipping In –

1. Displays should arrive 1 day in advance of the show, no earlier than 9/22/09
2. Ship to - St. Charles Convention Center, One Convention Plaza, St. Charles, MO 63303.
3. Please make sure shipments are clearly marked with your Company Name, September 23rd St. Louis Apartment Association's Educational Fall Showcase. Thank You!

Shipping Out –

It is the exhibitor's responsibility to coordinate the return of your display. At the conclusion of the showcase, you must tear down and pack up your entire display. All paperwork, including the Bill of Lading must be attached and ready for shipment. If necessary, booths can remain overnight, but must be picked-up the next morning!

The St. Charles Convention Center will remove from the showroom and store your shipment until the next morning. Please make sure all necessary arrangements are made for removal. Thanks so much!

St. Louis Apartment Association Educational Fall Showcase Exhibitor Registration

Exhibitor Attendance Prizes -

The Showcase opens to the public at 2:00 pm and concludes at 6:00 pm. Appetizers and a cash bar will be available during the entire event. **Exhibitors are asked not to begin breaking down their booth until 6:00 pm.**

Exhibitors are encouraged to provide a substantial attendance prize of your choice, worth a minimum of \$30.00. Some ideas – gift certificates, gift baskets, sports tickets, electronics, or weekend get-away packages. Exhibitors need to bring plenty of business cards to distribute to attendees and a container to collect attendees' business cards.

Best Booth Competition -

SLAA encourages our Exhibitors to join in the fun! This year's theme is **"StayCations" ...What Happens in St. Louis, Stays in St. Louis! Your choices are endless!**

The winner of the "Best Booth" competition will win a "FREE" booth at next year's Educational Fall Showcase & Seminars!!!! How exciting is that? Winner will be announced at 5:30 pm.

Please note: Helium balloons are not allowed in the showroom.

Sponsorship Opportunities for you -

Showcase Bag -

SLAA is looking for one or two companies to sponsor a showcase bag. Exhibitors and all attendees will receive a complimentary bag at registration. Your company logo will be imprinted on one or both sides of the bag.

The cost per sponsor (1 side) is only \$600.00. What a fabulous way to showcase your company!

Exhibitor Directory Advertisement -

The Exhibitor Directory will consist of colored advertisement from our showcase exhibitors only. Please read the following information carefully. Artwork must be submitted in the proper format. If you need artwork created, please contact the SLAA Office at 314-205-8844. We don't want you to miss out on this advertising opportunity.

PREMIER ADVERTISEMENTS – Check this out!

The costs are as follows –

- Inside Front Cover- \$300.00	- Inside Back Cover- \$250.00
- Back Cover - \$350.00	

STANDARD ADVERTISEMENTS – Check this out!

Full Page Ad Specifications

- Cost - \$100.00
- Bleed: 1/8" all around
- Essential copy must be kept 1/2" from outside edges of all bleed ads
- Trim Size: 5.5" w x 8.5"h
- Color – Matched, 4-color process
- Only press-optimized (high resolution) PDF files will be accepted
- Submit your PDF on a CD or send by email to info@slaa.org
- All color within the ad should be CMYK or grayscale, not RGB or Pantone
- Please provide your name and contact number with the PDF

Deadline is 08/26/2009.....Use registration form to confirm!

St. Louis Apartment Association Educational Fall Showcase
12777 Olive Blvd., St. Louis, MO 63141 Office (314) 205-8844 Fax (314) 205-1410

EXHIBITOR REGISTRATION FORM

Please complete entire form! Payment with registration is a must! Please use this form as your invoice/receipt!
Please print clearly!

Company _____ Contact _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone # _____ Fax # _____

E-Mail _____ Web Site _____

Briefly describe the nature of your company: _____

Early Bird Special – Register by Wednesday August 26th to enjoy a \$100.00 Savings

Booth Cost Before August 26th

	Booth Size	Price	W/Electricity	W/Internet	Amount Due
___	General 8' x 10'	\$450.00	\$540.00	Add/\$50.00	\$ _____
___	Prime 8' x 10'	\$550.00	\$640.00	Add/\$50.00	\$ _____
___	Extreme Prime 8' x 10'	\$650.00	\$740.00	Add/\$50.00	\$ _____

Booth Cost After August 26th

___	General 8' x 10'	\$550.00	\$640.00	Add/\$50.00	\$ _____
___	Prime 8' x 10'	\$650.00	\$740.00	Add/\$50.00	\$ _____
___	Extreme Prime 8' x 10'	\$750.00	\$840.00	Add/\$50.00	\$ _____

➤ Double Displays (8' x 20') are available upon request - \$900.00 (General) \$1,100.00 (Prime) \$ _____

Exhibitor Directory Cost

___ Inside Front (\$300.00) ___ Back Cover (\$350.00) ___ Inside Back Cover (\$250.00) ___ Full Page Ad (\$100.00) \$ _____

Showcase Bag Sponsor(s) Cost (1 side) @ \$600.00 \$ _____

Payment Options:

1. Enclosed is a check in the amount of \$ _____. All payments must be received with your completed registration form, either by check or credit card. Sorry, invoicing is not available for this event. Please make checks payable to SLAA and mail to: 12777 Olive Street, St. Louis, Missouri 63141.

2. ___ VISA ___ MC ___ AE Name _____

Expiration Date: _____ Account # _____

When your completed registration, with payment is received, you will receive confirmation with your confirmed booth assignment. **Registration Deadline is Wednesday, August 26th. No refunds after this date!**

IMPORTANT REQUEST TO EXHIBITORS -

Exhibitors can choose their own locations. Please indicate below, your first 5 choices in the showroom. Remember...it's first come, first paid, first served!

Company Name _____

Our choices are –

1. _____
2. _____
3. _____
4. _____
5. _____

Also, please complete the following for exhibitor badges.

The following company representatives will be attending the Showcase.

Company Name _____

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Advanced Beverage Tickets:

___ Yes, I would like to order _____ beverage tickets @ \$5.00 each

Please be sure to include this form with your paid registration!