

St. Louis Apartment Association Educational Fall Showcase - Exhibitor Registration

Showcase Display Registration Fee -

Exhibitors have several options from which to choose from. For your information "prime displays" are located in areas where we expect heavier traffic.

Early Bird Special – Register by Thursday, August 31st to enjoy a \$100.00 Savings				
# of Displays Available	Booth Size	Price	W/Electricity	W/Internet
48	General 8' x 10'	\$425.00	\$490.00	Add/\$250.00
18	Prime 8' x 10'	\$525.00	\$590.00	Add/\$250.00
6	Extreme Prime 8' x 10'	\$625.00	\$690.00	Add/\$250.00
After August 31st	General 8' x 10'	\$525.00	\$590.00	Add/\$250.00
	Prime 8' x 10'	\$625.00	\$690.00	Add/\$250.00
	Extreme Prime 8' x 10'	\$725.00	\$790.00	Add/\$250.00

➤ Double Displays (8' x 20') are available upon request - \$850.00 (General) \$1050 (Prime)



Exhibitor cost includes -

8' x 10' Display
 Skirted 8' table, 2 chairs/trashcan
 Newly Designed Exhibitor Directory

Pipe & Drape (green/white, w/carpet)
 Name Badge(s)
 Company Sign



Exhibitor Setup -

This year's 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 1:00 pm on Thursday, October 12th 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 3:00 – 7:00 p.m.



Exhibitor Shipping Information -

Shipping In –

1. Displays can be shipped 1 – 2 days in advance only.
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, October 12th 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 coordination and paperwork, including the Bill of Lading must be attached and ready for shipment.

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!

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Exhibitor Attendance Prizes -

New This Year!

The Showcase begins at 3:00 pm, after a Fair Housing seminar, and concludes at 7:00 pm. Appetizers and a cash bar will be available during the entire event.

This year we are trying something a little different. Exhibitors are encouraged to provide a substantial attendance prize, worth a minimum of \$30.00, your choice. Some ideas – gift certificates, gift baskets, sports tickets, electronics, or weekend get-away packages. SLAA will be marketing this event to apartment communities over the next 3 months. SLAA will maintain and update the list of the prizes with sponsors noted. To add some excitement and to encourage **their** attendance, the list of sponsored items will be included in all advertisement of this special event. Beginning at 4:00, and every half hour after that, the Master of Ceremony will begin announcing attendance prizes. Exhibitors need to bring plenty of business cards to distribute to attendees and a container to collect attendees' business cards.



Showcase Bag -

New This Year!

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 \$800.00. What a fabulous way to showcase your company!



Exhibitor Directory Advertisement Available -

New This Year!

This year's Exhibitor Directory's entire format will be new and improved! It will consist of colored advertisement from our showcase exhibitors only.

PREMIUM ADVERTISEMENTS – Check this out!

The costs are as follows –

- Inside Front Cover- \$400.00	- Inside Back Cover- \$350.00
- Back Cover - \$450.00	

STANDARD ADVERTISEMENTS – Check this out!

Full Page Ad Specifications

- | | |
|--|------------------------------------|
| - Cost - \$250.00 | - Trim Size: 5.5" w x 8.5"h |
| - Bleed: 1/8" all around | - Color – Matched, 4-color process |
| - Essential copy must be kept 1/2" from outside edges of all bleed ads | |

Half-Page Ad Specifications

- | | |
|--|------------------------------------|
| - Cost - \$150.00 | - Trim Size 5.5"w x 4.25"h |
| - Bleed: 1/8" on all sides | - Color – Matched, 4-color process |
| - Essential copy must be kept 1/2" from outside edges of all bleed ads | |

ADDITIONAL SPECIFICATIONS – Please read carefully!

- 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 also with the PDF

Deadline is 08/31/2006.... Use registration form to confirm!