



SEAA 2022 ANNUAL CONFERENCE
Loews Atlanta Hotel | June 13-15, 2022

EXHIBITOR PACKET

Hello 2022 SEAA Exhibitors,

Thank you for your support of the Southeast Acquirers Association! The SEAA Annual Conference is taking place over the dates of June 13-15, 2022. Please review the important information in this packet.

Conference Venue and Dates

Loews Atlanta Hotel
1065 Peachtree Street NE
Atlanta, GA 30309

Exhibit Dates: June 13th & 14th

**All boxes need to arrive by Friday, June 10th.*

Exhibitor Planning Call

SEAA will host an Exhibitor Planning Call to review all of the details included in this packet, as well as any questions you may have. An invite will be sent at a later date, but please note this information in your calendar. If you are unable to join the call, a recording link will be sent the following day.

Date: Monday, May 23rd

Time: 9:00am PT / 11:00am CT / 12:00pm ET

Dial-In: Zoom link will be included in calendar invite sent at a later date

Exhibitor Important Dates

Friday, June 3rd

Table assignments emailed to the primary contact of each Exhibitor Company.

Monday, June 6th

Hotel begins accepting packages and materials shipped in advance for use at the show. Refer to package and material shipping instructions in this packet.

Friday, June 10th

Last day for all packages and materials to arrive at the hotel.

Monday, June 13th

Move-in and table set-up: 10:00 AM – 4:00 PM

****Set-up must be complete by 4:00 PM – NO EXCEPTIONS**

Opening Reception: **5:00 PM – 6:30 PM** in the Exhibit Hall

Tuesday, June 14th

Exhibit Hall hours of operation (subject to change) are as follows:

Exhibit Hall Open only for Exhibitors to refresh table: 8:30 AM – 9:00 AM

Exhibit Hall Open to all Attendees with Continental Breakfast: 9:00 AM – 10:45 AM

Exhibit Hall Open: **2:00 PM – 4:00 PM**

Closing Reception: **5:30 PM – 7:00 PM**

Move-out and table tear-down: 7:00 PM – 9:00 PM **(NO TEAR-DOWN BEFORE 7:00 PM)**

****All exhibit materials must be packaged, ship ready and left on your table by 9:00 PM.**

Wednesday, June 15th

Breakfast at your leisure in Saltwood at Lowes Atlanta Hotel: 7:00 AM – 11:00 AM

Exhibitor Space and Table Restrictions

In order to preserve the casual atmosphere and promote conversation, the SEAA allows standard size banner or table-top displays only, not to exceed 72" high on top of the table. All exhibit materials brought to SEAA must fit on top of a standard exhibit table, which measures 6' x 30", and no displays permitted on the floor next to, in front of or behind the table.

Exhibitor Set-Up & Storage of Materials

As noted above, Exhibitor set-up will take place from **10:00 AM – 4:00 PM on Monday, June 13th.**

Upon entering the Exhibit Hall, your table will have a document that includes company name, table #

and WiFi password. If your packages are labeled properly (noted under Inbound Shipping and Storage of Materials), they will be placed on or next to your assigned table on Monday, June 13th.

You also have the option to bring your items with you, and if you require assistance, hotel staff can be available.

SEAA will provide the VIP Office for Exhibitors to store large crates, pallets and boxes. Exhibitors are also welcome to store their boxes under their table, only if everything fits under the table. Nothing is permitted to be stored next to the table or behind the table.

Participant Information

All registered and paid Exhibiting Companies will receive a complete list of the registered participants both before and after the conference. Please use this data responsibly. Any Exhibiting Company that abuses the data provided (spamming, etc.) will be barred from participating at future SEAA conferences.

Door Prizes

If you plan to give away a door prize, please notify Megan White by **Friday, June 3rd** via email at megan@cypressplanninggroup.com. It will be noted in the App to help encourage attendees to visit your table. You may collect participant data at your table and an SEAA representative will read the name of the winner during the Closing Reception. Please bring your prize and the winning draw to the center stage where the DJ will be performing by **6:30 PM on Tuesday, June 14th.**

***Door prizes must be small enough to pack in a suitcase.**

Table Assignments

Table assignments will be emailed to the primary contact of each Exhibitor Company by Friday, June 3rd. The SEAA Exhibit team works diligently to not assign competing companies near each other. Sponsors are provided with preferential table locations.

Order Placement for Additional Items

Power

Each table will have an accessible electrical outlet. If multiple devices at your table require electricity, be sure to include a power strip with your inbound shipment.

Internet & Audio Visual Needs

SEAA will provide complimentary WiFi in the Exhibit Hall. The WiFi network and password will be provided on a document left on your table. If a hard-wired Internet connection or other special audio visual needs are required for your table (i.e. a computer, printer, monitor, etc.), please complete the Encore Exhibitor Form included in this packet, and return to Madeleine Evans at madeleine.evans@encoreglobal.com. Payment for these additional services require completing the included form.

Lead Retrieval

If you wish to capture contact information while at the conference, please refer to the Lead Retrieval Order Form included in this packet for details and cost. Pricing is available per license (user) or sold in bundles. To download this feature to your IOS or Android device, complete the order form by **date TBD** to take advantage of the discount, and return to American Tradeshow Services at orders@american-tradeshow.com.

Security

The Southeast Acquirers Association and Loews Atlanta Hotel are not responsible for property brought to or stored on the hotel premises by Exhibitors. Exhibitors are advised to arrange for insurance on all property brought to the hotel for the SEAA 2022 Annual Conference. Exhibitors should ensure that items of value are secured overnight and during hours when the Exhibit Hall is closed. These items should not be left in the Exhibit Hall.

Action Items

1. Participate in the SEAA Exhibitor Call on Monday, May 23rd at 12:00 PM EST.
2. If additional Audio Visual items are required at your table, complete the included Encore form and return to Madeleine Evans at madeleine.evans@encoreglobal.com.
3. Complete the included Lead Retrieval form and email to American Tradeshow Services at orders@american-tradeshow.com by **date TBD**.
4. Inform Megan White at megan@cypressplanninggroup.com of your Door Prize by Friday, June 3rd.

SHIPPING DETAILS

Inbound Shipping

Loews Atlanta Hotel will begin accepting packages and materials shipped for use at the conference on **Monday, June 6th**, but no earlier than this date. To expedite handling of your package, please ensure your packages are delivered to the hotel no later than **Friday, June 10th**.

Material/Package Handling is included in the cost of your Exhibit Table.

For your convenience, a label has been provided on the next page for you to attach to each box and package, along with your air bill or shipping label. Please make multiple copies of the label document if you require more than two labels.

Failure to properly label your boxes in accordance with the above instructions may result in your packages being lost or misplaced, and may result in your shipment being refused by the hotel.

Outbound Shipping

*****Exhibitors cannot begin table tear down before 7:00 PM on Tuesday, June 14th.*****

Loews Atlanta Hotel can only provide FedEx shipping labels in the Business Center. If you plan to ship through another carrier, you must pre-print your shipping labels or bring blank labels with you. SEAA will provide shipping tape if needed. Exhibitors can leave their ship ready boxes at their tables for the hotel staff to pick up Tuesday evening/Wednesday morning.

Material/Package Handling is included in the cost of your Exhibit Table.

INBOUND SHIPMENT LABEL

Please use the below label for each package/shipment, along with your air bill or shipping label. If you are shipping more than two packages, please make copies of this label.

EXHIBITOR FIRST & LAST NAME:

c/o Loews Atlanta Hotel
1065 Peachtree Street NE
Atlanta, GA 30309

Jessica Sweeney: Conference Manager
Hold for SEAA 2022 Conference / June 13-15, 2022

Company Name: _____

____ of ____ Package Pieces



EXHIBITOR FIRST & LAST NAME:

c/o Loews Atlanta Hotel
1065 Peachtree Street NE
Atlanta, GA 30309

Jessica Sweeney: Conference Manager
Hold for SEAA 2022 Conference / June 13-15, 2022

Company Name: _____

____ of ____ Package Pieces



NAME OF CONFERENCE		START DATE	END DATE	# OF EVENT DAYS
COMPANY NAME		ON-SITE CONTACT NAME & NUMBER		ROOM/ BOOTH NAME/NUMBER
BILLING ADDRESS		CITY & STATE		ZIP CODE
DELIVERY DATE	DELIVERY TIME	PICKUP DATE	PICKUP TIME	
ORDERED BY	EMAIL		PHONE	

Email completed form to the Encore Representative listed above.
 Once this request form is submitted, an Encore Representative will contact you for an official order review and signature.
 Labor charges, sales tax, loss damage waiver, and service charges may apply.

MONITOR	QUANTITY	DAILY RATE
30" MONITOR TABLE TOP		\$280.00
55" MONITOR		\$765.00
70" MONITOR		\$910.00
FLOOR STAND		\$85.00
INTERNET	QUANTITY	DAILY RATE
SIMPLE WIFI CONNECTION		\$22.00
HARD LINE CONNECTION		\$200.00
POWER	QUANTITY	SHOW RATE
120V SINGLE PHASE – 20 AMP		\$145.00
120V THREE PHASE – 60 AMP		\$490.00
MISCELLANEOUS	QUANTITY	DAILY RATE
LAPTOP		\$255.00
FLIPCHART PACKAGE		\$80.00

If You Are Experiencing Technical Difficulties On Site
 Please Contact Encore At Extension 0