

# MSSA SignConnexion 2019

## Ross Bridge Golf Spa Resort, Birmingham, Alabama

### July 24-27, 2019

#### EXHIBITORS' INFORMATION

Exhibition Schedule:

|                   |                                 |                             |              |
|-------------------|---------------------------------|-----------------------------|--------------|
| Exhibitor Setup   | Saturday, July 27 <sup>th</sup> | 7:00 am -11:00 am CST       | Salons DEFGH |
| Exhibit Hall Open | Saturday, July 27 <sup>th</sup> | 11:00 am – 3:00 pm CST      | Salons DEFGH |
| Booth Dismantle   | Saturday, July 27 <sup>th</sup> | 3:00 pm - 4:00 pm, no later | Salons DEFGH |

The casual “table-top” style exhibits allow us to keep costs low and allow the exhibitor to display products with less effort and expense. Exhibit hours are Saturday, July 27<sup>th</sup> from 11:00 am – 3:00 pm central, and if needed, the exhibitor may extend his/her exhibit hours beyond closing time. All exhibit items removed from exhibit hall by 4:00 pm. A cash bar along with Exhibitors’ Luncheon will be available in the exhibit hall during exhibit hours as well as MSSA Steve Metheny Scholarship Foundation silent auction. Both events are free to all convention registrants. *Come and see what all the fuss is about! Come to MSSA SignConnexion!*

**Special Notes:**

Sign company attendees may be our “guests” only during Saturday’s exhibit hours.

**2019 SignConnexion Trade Show Registration Fees**

- ❖ **Exhibit Booth:** \$995 and includes one free registration fee
- ❖ **Registration Fee for Non-Exhibiting MSSA members (Engineers, Manufacturers Representatives, Product Manufacturers, Professional Services and Supply Distributors Attendees):** \$650 includes one attendee fee. The registration fee for additional members from the same company: \$149 each.
- ❖ **Registration Fee for Non-Exhibiting Non-MSSA member (Engineers, Manufacturers Representatives, Product Manufacturers, Professional Services and Supply Distributors Attendees):** \$995 includes one attendee fee. The registration fee for additional members from the same company: \$149 each.

**MSSA Exhibition Policy:**

1. Please note that while all meeting attendees are invited to the exhibition, any non-exhibitor vendor attendee who is observed to be soliciting business in the exhibit aisles or in another company’s booth will be asked to leave immediately.
2. Vendor definition:
  - a. Supply Distributors
  - b. Product Manufacturers
  - c. Professional Services (example: Manufacturers’ Representatives & Engineers)
3. Supplier distributors and manufacturer representatives participating as exhibitors may represent ALL product lines; regardless of whether the manufacturer is a MSSA member or not.
4. All booth personnel must be direct employees of exhibiting company. For example, supply distributors or manufacturer representatives will not be allowed to have representatives from the manufacturer working their booth unless that manufacturer has a booth of their own. And, any manufacturer representative or supply distributor who wishes to work a manufacturers booth must have their own booth.
5. If cancellation of booth, MSSA unable to reimburse booth fee

**Booth Details:**

- This is a “table top” style show with 8-ft. x 8 ft. booth areas 3ft pipe and drape. ALL booths will be same size.

- Exhibitors shall display products in a manner deemed to be respectable by the MSSA and **respectful of other exhibitors**.
- Displays should not obstruct the view of attendees and that of adjacent exhibitors. **No displays should exceed a total height of 7 ft** either by sitting on the floor or on tabletop.
- **MSSA reserves the right to disallow unacceptable or obstructive displays** or any display that may be deemed disruptive and to strategically place message centers.
- MSSA must be notified in advance by exhibitors who plan to display **an electronic message center**, or any other display, that might be deemed visually disruptive to other exhibitors. MSSA requests that all electronic message centers be dimmed to 10% of their brightness
- Vehicles of any kind are not allowed within exhibit space but may coordinate with hotel for viewing outside.

**Booth Furnishings:** Exhibitors will be provided with a (6'x 24") draped and skirted table, two chairs, tent cards naming the exhibitor and **convention registration for one exhibitor**. If an extra table (6' x 18") is needed to be placed in back of the booth, the price will be \$65 extra. If an extra table is needed horizontally along the front of the booth, another adjacent booth will need to be purchased. The extra tables are metal banded and unable to be skirted, therefore a linen or cover is needed.

**Utilities:** – Dedicated 110V 20A Outlet (Standard Outlet) is \$75 prior and \$100 at the show. Going through a power strip will provide 15 amps and not 110v. Please info MSSA if 120v is needed for a quad box must be provided by hotel.

**Space Assignments:** Assignment of space will begin three weeks prior to event and is on a first-come, first-served basis, starting with Platinum, Gold, Silver and Bronze Sponsorship. MSSA reserves the right to place all other exhibits with a goal of not placing competitors adjacent to each other. MSSA Members will receive priority over non-members. **Space is limited so please register as soon as possible.**

#### **Shipping:**

**Items NOT placed on a pallet or under 100 pounds.** Shipments should be labeled as follows:

ATTN: \_\_\_\_\_ (Name of person who will pick up item)/Hotel Guest or Non-Hotel Guest  
 Mid South Sign Association  
 4000 Grand Avenue  
 Birmingham AL 35226  
 Box 1 of \_\_\_\_\_

*(If box is for MSSA Scholarship Auction or Goodie Bags, please note on label!)*

Renaissance Ross Bridge Golf Resort & Spa Convention Services Manager Melissa Chambers, 205.949.3027 or <mailto:Melissa.Chambers@RossBridgeResort.com>

Due to a shortage in storage space, items cannot be accepted sooner than (4) days before pick-up of item(s) or before July 18<sup>th</sup> and cannot be kept any longer than the last day of the scheduled event.

May retrieve boxes at the Front Desk with a \$5.00 fee per box under 100 pounds.

**Shipping Saturday outbound:** Attached shipping label, leave in the ballroom and the hotel will carry to shipping. The items will be shipped on Monday afternoon.

**Shipping 100 pounds and over and Advance arrival of items before July 19<sup>th</sup>:**

**LARGE ITEMS:** Large items are defined, but not limited to items on pallets, crates or needs assistance with pallet jacks and 100 pounds or over.

**IMPORTANT DATES** Discount Deadline Date: Friday, July 19, 2019. Orders must be received with payment by this date to qualify for the advanced prices.

Veal Convention Services Information including dates and forms available by clicking the link: [Veal Convention Exhibit Forms](#)

Coordinate with Veal Convention Services Event Coordinator

Katie Cotney: office 205-328-1010

katie@vealco.com

3016 Reverend Abraham Woods Jr. Blvd.,  
Birmingham, AL 35203

Exhibitor Shipping Form Information:

- Shipping of large items before item(s) arrival and departure.
- The advance arrival of items before July 18<sup>th</sup>.

**Shipping Saturday outbound: Coordinate with Veal Convention Services**

**MSSA Scholarship Auction Items:** Please use the same shipping instructions, but add: **MSSA Scholarship Auction**

**Security:** Security will be unavailable in the exhibit area. Please to do not leave items in the booth that may be easily removed.

*The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its agents, servants, employees, and MSSA from any and all such losses, damages, and claims*