



The Greater Charlotte Apartment Association's 2021 Trade Show
"AMERICAN HEROES"
August 19th, 2021 • 3:30 - 8:30 pm
at the Park Expo & Conference Center | 800 Briar Creek Rd., Charlotte, NC 28205

Thank you for requesting an exhibit booth at the GCAA's 2021 Trade Show. We want your experience as an exhibitor to be enjoyable, successful, and stress-free. To facilitate this, we ask you to please read the following information which we have compiled to assist you in your Trade Show preparation and organization. In April 2021, your comprehensive EXHIBITOR PACKET will be sent to the email address you specified on your registration form. Exhibitor information will also be available online at greatercaa.org as it is finalized.

GCAA TRADE SHOW EXHIBITOR RULES & REGULATIONS

****Booth Fees - Please Note Payment Requirements****

All booth fees are due by July 1st, 2021. Cancellations made after July 1st will be responsible for one-half of the total booth fee. Booth requests made after July 1st will require immediate payment in full to secure reservation. Booth reservations cancelled after July 25th will be responsible for the full booth fee.

Important Exhibitor Rules

1. **Two 8x10' booths per exhibiting member company, maximum.** For 2021, we will be following suggested social distancing guidelines which allows for wider aisles. The back width of the booth is 10' wide which will not affect any pop-up booth fittings.
 2. **Exhibitors may NOT distribute or sell alcohol, food, or beverages from their booths.** Drink tickets or approval to give small sample-sized food ONLY must be arranged in advance with the Convention Center's Food and Beverage Director.
 3. **Exhibitors may NOT loiter or distribute promotional items at the Show Entrance OR in other exhibitors' booths.**
 4. **Any music or other audio must not disturb other exhibitors and must cease by 7:30 pm.**
 5. Obscenity of any sort will NOT be tolerated at the Trade Show.
 6. Live animals are NOT allowed at the Trade Show (seems silly, but there have been inquiries...).
 7. Exhibitors must stay in their respective area and may not wonder around the trade show conducting business outside of their booth.
- ANY EXHIBITOR WHO DOES NOT COMPLY WITH THE ALL OF THE ABOVE RULES WILL BE SUBJECT TO IMMEDIATE EJECTION FROM THE EXHIBIT HALL WITHOUT REFUND OF BOOTH FEES.**

For additional information, please contact Ashley Honeycutt at the GCAA, 704-334-9511 x106 or ashley@greatercaa.org.

Park Expo & Conference Center Rules and Information

1. Tape and other adhesive materials are not allowed on carpeted surfaces, walls, glass, floors, or equipment.
2. Helium-filled balloons are NOT allowed in the Exhibit Hall.
3. The Park Expo will NOT accept direct freight deliveries. Arrange to have your booth materials shipped to the show venue via our decorator, Viper Tradeshow Services.
4. Gas-motor vehicles have special requirements to be allowed on the show floor. Contact ashley@greatercaa.org for details.
5. All exhibits must be completely moved out by 11:30pm on the night of the show.

Exhibitor Awards

This year's show theme, "American Heroes" urges exhibitors to create booth displays which feature any/all kinds of Heroes. Pick from former Presidents, Firefighters, Police Officers, Scientists, Athletes, or anything you like- the possibilities are unlimited! Exhibitors can win booth awards in the following categories: Most Creative • Team Spirit • Best in Show •

Door Prizes

Offering a door prize draws traffic into your booth & helps you get contact information from prospective customers. Winners must be randomly drawn. To encourage the maximum number of attendees to stay for this finale, GCAA's Grand Prize(s) (total value = \$1500) will also be randomly drawn & announced at the conclusion of the show, with a "must be present to win" criteria.

Additional Services

Separate contracts for carpet, furniture, electricity, phone/internet service, etc. should be submitted directly to their respective suppliers by their published deadlines. Details and order forms will be available online in January. **Please do not send these orders to the GCAA as they will NOT BE PROCESSED.**

Reservations for Booth Personnel

Each 8 x 10' booth includes TWO free exhibitor admissions to the Trade Show. Additional booth personnel will be charged at the lowest attendee rate. **EVERY** person who will be working in your booth during the show must make an advance reservation to be admitted into the Exhibit Hall. **NON-EXHIBITING ASSOCIATE MEMBERS MAY NOT ATTEND THE TRADE SHOW.**

Move-in / Move-out Schedule on Thursday, August 19, 2021

9:00 am – 2:00 pm	Exhibitor Move-in/Setup (loading dock open)
3:30 pm - 8:00 pm	General Show Hours (loading dock closed)
8:00 pm – 11:30 pm	Exhibitor Move-Out (loading dock open)

