



Better worksites. Better weekends. Better world.

THE PSAI VISIBILITY KIT

2021/2022



OPPORTUNITY STARTS HERE

You supply the portable sanitation industry.

The PSAI is here to help you get your name, products, and services in front of your ideal audience.



WHAT CAN THE PSAI DO FOR YOU?

GET YOU IN FRONT OF DECISION-MAKERS

Your next sale begins the moment your message appears in front of key industry decision-makers. Being a part of PSAI connects you to the right people.

PROVIDE VISIBILITY TO YOUR COMPANY

Whether you want to be in front of customers at a PSAI event, through a digital ad or through a print ad, the PSAI has the publications and resources to get you front and center.

HELP YOUR BUSINESS GROW AND SUCCEED

As the largest trade association related to portable sanitation in the world, we know the industry builds strength when all of its members succeed.



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THE STRENGTH OF THE PSAI

MEMBERSHIP BREAKDOWN:

Operators 78%

Suppliers 22%



COMPANIES ACROSS THE SPECTRUM

Trucks 26,000 lbs GVWR or Less

More than 50 trucks	10%
21–50 trucks	12%
11–20 trucks	14%
10 trucks or fewer	64%

Trucks More Than 26,000 lbs GVWR

More than 50 trucks	4%
21–50 trucks	3%
11–20 trucks	6%
10 trucks or fewer	64%

Annual Equipment Budget

More than \$200,000	30%
\$100,001–200,000	21%
\$50,001–100,000	18%
\$30,001–\$50,000	12%
\$30,000 or less	19%

Portable Restroom Units

More than 5,000 units	13%
1,001–5,000 units	32%
501–1,000 units	10%
251–500 units	14%
Up to 250 units	31%

Portable Restroom Trailers

More than 50 trailers	11%
11–50 trailers	16%
1–10 trailers	43%
No trailers	30%

The PSAI welcomes companies of all sizes to its membership and events.

BE VISIBLE WITH THE PSAI

The PSAI offers a myriad of print, online, and in person opportunities to help you be more visible to your customers and colleagues.



YOUR OPPORTUNITIES

LIVE EVENTS

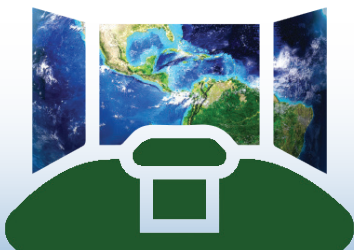
The PSAI Nuts & Bolts Educational Conference is the world's premiere education event focused solely on the portable sanitation industry. The PSAI's Annual Convention and Trade Show is the world's largest trade show focused solely on the portable sanitation industry. Attendees can take advantage of hands-on learning opportunities, access to great speakers, networking, the chance to see the latest equipment, and enough fun to fill a pump truck.

VIRTUAL EVENTS

With all the expertise of an in-person conference but conveniently accessed from home or office, virtual events remain very popular. From expert speakers to panel discussions and knowledge sharing through roundtables, it is easy to get your company front and center in this virtual forum.

DIGITAL/PRINT MEDIA

The PSAI provides its online newsletter, *Association Insight*, to member company owners and employees every two weeks. The PSAI also offers digital visibility options through its website. Print/e-newsletter opportunities are available through the PSAI's annual Industry Resource Directory and in publications related to our events.



YOUR AUDIENCE

Reach an audience of customers and colleagues who share your interest in the portable sanitation industry.



GLOBALLY, THE PSAI IS THE LARGEST TRADE ASSOCIATION OF ITS KIND!

TOTAL ATTENDANCE (3-year average)

Nuts & Bolts _____ 190–220

Convention and
Trade Show _____ 400–450

95%

of operators send a
decision-maker to
events

OPERATOR COMPANIES IN ATTENDANCE (3-year average)

Nuts & Bolts _____ 71 companies

Convention and
Trade Show _____ 99 companies

95%

of operators are
satisfied or very
satisfied with the
PSAI's events

EXHIBITORS IN ATTENDANCE (3-year average)

Nuts & Bolts _____ 20 companies

Convention and
Trade Show _____ 55 companies

61%

of operators attend
PSAI events every
year

CLASS PASS

Puts you in control of your membership benefits

MEMBERSHIP

CLASS PASS

We understand that your company is unique. At the PSAI, we don't impose a "one size fits all" membership fee. Companies have different needs and budgets. It is our goal to provide a package that is right for you! We believe this way of deciding how you want to use your membership benefits will provide you with the most visibility and flexibility ever.

Bronze Nonoperator	Silver Nonoperator	Gold Nonoperator	Platinum Nonoperator	Titanium Nonoperator
\$695 yearly	\$2,650 yearly	\$7,550 yearly	\$15,990 yearly	\$30,000 yearly
<ul style="list-style-type: none"> ✓ PSAI basic benefit bundle ✓ Membership discount on most other purchases 	<ul style="list-style-type: none"> ✓ PSAI basic benefit bundle ✓ 12 class passes ✓ Fourth choice of trade show space ✓ 5% discount on member pricing for most other purchases 	<ul style="list-style-type: none"> ✓ PSAI basic benefit bundle ✓ 32 class passes ✓ Third choice of trade show space ✓ 10% discount on member pricing for most other purchases 	<ul style="list-style-type: none"> ✓ PSAI basic benefit bundle ✓ 70 class passes ✓ Second choice of trade show space ✓ 15% discount on member pricing for most other purchases 	<ul style="list-style-type: none"> ✓ PSAI basic benefit bundle ✓ 150 class passes ✓ First choice of trade show space ✓ 25% discount on booth space and most other purchases throughout the year

The basic benefits bundle includes:

- Basic company listing in the online supplier directory
- Biweekly industry newsletter *Association Insight*
- Frequent virtual roundtable discussions on industry topics
- Access to members-only industry library and other industry-specific resources
- Unlimited accounts for staff
- Industry Resource Directory annually (International members receive a pdf version)
- Use of "Proud Member" logos
- Employee/family eligibility for PSAI Scholarship Program and Awards Program
- Involvement in developing and updating industry standards
- Networking and peer mentoring
- Access to the PSAI purchasing program (US members only)
- Special member pricing for PSAI events, products, and services



Nonoperator class pass options:

- Monthly full page ad in *Association Insight* newsletter – 16 passes
- Monthly half page ad in *Association Insight* newsletter – 10 passes
- 16' by 30' truck/trailer space at the Convention – 6 passes; see note below
- 10' by 10' booth space at the Convention – 6 passes; see note below¹
- Full page ad in the Industry Resource Directory – 6 passes
- Annual website ad – 6 passes
- Monthly business card ad in *Association Insight* newsletter – 5 passes
- Coffee break sponsorship – 5 passes
- Half page ad in the Industry Resource Directory – 4 passes
- Full page ad in the Convention On Site publication – 4 passes
- Half page ad in the Convention On Site publication – 3 passes
- Convention registration – 1 pass
- Nuts & Bolts/Convention registration – 1 pass
- Member list in .xls format – 1 pass
- Innovation Forum participation – 1 pass
- Additional category listing in Industry Resource Directory - 5 categories per class pass
- Sponsor a new PSAI member – 1 pass
- Sponsor a customer to attend a PSAI event/individual – 1 pass
- Spotlight Sponsorship April 2022 Virtual Event – 3 class passes
- Show Sponsorship April 2022 Virtual Event – 2 class passes

Notes on Membership Benefits

- International members receive an IRD electronically and may pick up a hard copy at PSAI events. The volumes are not shipped.
- The purchasing program is US based. It is not available to members from other countries at this time.
- Unless otherwise noted, class passes are not transferable outside the member company. All unused class passes expire at the end of the membership year. Members may spend their passes on any benefit listed. They are shown in separate operator and non-operator lists for the benefit of the reader.
- All platinum and titanium members are automatically recognized for their leadership on the home page of the PSAI website, on signage, and from the podium at PSAI events.
- ¹ There is a limit of 2 booths/truck spaces that may be purchased with class passes. Additional booths may be reserved at list price less any discounts that apply at the membership level. A 10' by 10' display booth must be purchased with every truck/trailer space.
- When the trade show floor opens for sale, the order of priority for choosing space is members from the titanium, platinum, gold, and silver levels first in that order, and by lot within each tier. The floor is then opened for bronze members. After a two week period of time, the floor is opened for sale to nonmembers.

EVENT OPPORTUNITIES

Live Events Return!



“We can’t wait to come back,” is a phrase we have heard a number of times from PSAI members over the last year regarding attending in-person conferences. We have also heard other members say, “Attending PSAI events is really one of the best parts of our jobs” and “My business just works better when I can meet colleagues face to face.”

Your future customers will be attending. Will you be there to meet them?

The PSAI has two upcoming opportunities to meet with your current or potential new customers.

NUTS & BOLTS EDUCATIONAL CONFERENCE

November 2–5

Myrtle Beach, SC

At the Nuts & Bolts Educational Conference you can reserve a tabletop display which gives you the opportunity to easily interact with conference attendees.

CONVENTION AND TRADE SHOW

February 1–4, 2022

Reno, NV

The PSAI also holds a Convention and Trade Show where you can reserve 10'x10' booths with large 16'x30' truck/trailer displays with the event being held in a convention center. More information on these events can be found on the following pages.

We look forward to seeing you and can't wait to introduce you again to other PSAI members!



Sponsorship Opportunities

Whether you need extra visibility at a PSAI event, or you are hoping to get your brand into attendees' offices and trucks, there is a sponsorship fit for you. All members have ample opportunities to be recognized during the event.

Coffee Breaks

Help fund the beverages that are available for attendees during programming breaks. Coffee break sponsors receive recognition in conference materials, on event signage, and at the podium each day.

Branded Event Material

When you sponsor a coffee break, you can also place branded materials in the event bag for all attendees. Bring your own or we'll order them for you. Call us to discuss.

We will prioritize requests to sponsor high-visibility items such as name badges, lanyards, and totes for both Nuts & Bolts and the 2022 Convention and Trade Show.

To reserve your advertising or sponsorship space, complete the Nuts & Bolts contract forms on pages 11–12.

PORTABLE SANITATION ASSOCIATION INTERNATIONAL

Better worksites. Better weekends. Better world.

Thank you to all of our coffee break sponsors!

J&J Portable Sanitation Products

Satellite POLYPORTABLES

WALEX

JETS™





PSAI 2021 NUTS & BOLTS CONFERENCE

Exhibit & Sponsor Request

Use this page to fill out information about your ad space, sponsorship options, and event extras. Fill out your contact and payment information on page 12.

2021 NUTS & BOLTS CONFERENCE PRE-EVENT MAILER ADS¹

Membership Level	Pre-Event Mailer ²	Combined with Convention Mailer
Titanium	\$225	\$400
Platinum	\$240	\$430
Gold	\$255	\$460
Silver	\$270	\$490
Bronze	\$300	\$550
Nonmember	\$390	\$780

Reserve ads in both upcoming event mailers at a discount!

Total _____

- 1 To be included in the mailer, the PSAI must receive artwork for ads by the deadline listed on page 35.
- 2 Pre-event mailer ads are the size of a business card.

2021 NUTS & BOLTS CONFERENCE TABLETOP EXHIBIT¹

Membership Level	Reserve Tabletop Exhibit	Add Promotional Package to Your Tabletop Exhibit
All	\$300	\$250

Promotional Package Includes:

- 5 social media posts with your company logo as a tabletop sponsor
- 5 mentions in PSAI Nuts & Bolts email as a tabletop sponsor
- 2 newsletter mentions with your logo as a tabletop sponsor

- 1 Standard membership level discounts apply. Class passes not available to use for tabletop exhibits.

2021 NUTS & BOLTS CONFERENCE SPONSORSHIPS

- Yes! I would like to be a sponsor for the 2021 Nuts & Bolts Educational Conference in Myrtle Beach.

Sponsorship Item	Class Pass	Nuts & Bolts/ Trade Show	Events 2021 and 2022 ¹
Coffee break ²	5	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,750
Note pads and pens	N/A	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$2,500
Hand sanitizer	N/A	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,200

- 1 If you are interested in sponsoring materials for the 2022 Convention and Trade Show as well, please contact the PSAI office for the most updated list of items and costs before submitting this form.
- 2 When you sponsor a coffee break, you are also eligible to place branded items into attendees' totes.



PSAI 2021 NUTS & BOLTS CONFERENCE

Contact and Payment Information

This form is for securing sponsorships and advertising for the 2021 Nuts & Bolts Educational Conference in Myrtle Beach. Registrations for the event will begin in August 2021 at psai.org.

Member Level

- Titanium
- Platinum
- Gold
- Silver
- Bronze
- Nonmember

Company name _____

Contact name _____

Mailing address _____

City _____ State _____ Zip _____

Contact email _____

Phone _____

DOLLAR AMOUNT OR CLASS PASS

Pre-event mailer \$ _____

Tabletop Exhibit \$ _____

Sponsorships \$ _____

Total due \$ _____

(Please call the PSAI if you need help calculating the total.)

Disclaimer: *the PSAI reserves the right, without liability, to reject, omit, or exclude any advertisement for any reason at any time, whether or not such advertisement was previously acknowledged, accepted, or published. Advertisers and their agencies shall not submit advertising that is discriminatory in matters of sex, race, religion, color, national origin, sexual orientation, gender identity, age, physical handicap or other improper basis, or advertising that contains derogatory comments about the advertiser's competitors or about competitors' organization products, systems, or services. Advertisers are responsible for securing the rights to publish images included in ads submitted.*

PAYMENT INFORMATION

- My check is enclosed Please charge my credit card (Visa, Mastercard, or Amex)
- Deduct class pass credits Invoice me (Invoice payment due within 30 days or by October 1, 2021. After October 1, 2021 payment due at time of contract submission)

Cardholder signature _____

Name on card (print) _____ Exp date _____ Sec code _____

Card number _____ Billing zip code _____

THE URGENT RUN/WALK

November 5, 2021

Myrtle Beach, SC



To raise awareness about the global sanitation crisis, the PSAI hosts an annual Urgent Run/Walk. The next Urgent Run/Walk is scheduled for the morning of November 5, 2021.

Get Involved

The Urgent Run/Walk is a great way for participants to enjoy an outdoor activity together, learn how to raise awareness in their communities, and generate contributions to worthy charities. The PSAI needs your help. Sponsor the event—promote it among your staff and customers—and join us on the morning of Friday, November 5, 2021.

Where Your Money Goes

Your sponsorship helps the PSAI run a cost-neutral event so that all proceeds will support worthy groups including Friends of Ngong Road in Nairobi, Kenya.

For the fifth year, this worthy organization will benefit from our event because it combines education with portable sanitation. The company Karibu Loo provides important, cutting edge services in Nairobi, and its net revenue helps support the educations of children whose families have been devatated by AIDS. Karibu Loo is a PSAI member.



Sponsorship Breakdown for 2021 Urgent Run/Walk

The chart below highlights the five sponsorship packages for the PSAI's Urgent Run/Walk. An "X" marks when a visibility benefit is included in the corresponding sponsorship package.



Urgent Run Sponsorship Packages:	Champion \$1,500	Promoter \$1,000	Advocate \$500	Supporter \$300	Friend \$150
Photo of your representative and a PSAI representative delivering the check to our charities and a press release (including your company website) crediting your business for its leadership role.	X				
<i>Association Insight</i> feature story covering your company and its commitment to addressing the global sanitation crisis that will remain on the PSAI website for one year.	X				
Logo on dedicated signage sponsoring a half mile of the Urgent Run/Walk course.	X	X			
Logo on event SWAG.	X	X			
Logo on event t-shirt.	X	X	X		
Logo/recognition on dedicated event signage.	X	X	X	X	
Logo/recognition on PSAI.org home page event "thank you."	X	X	X	X	
Logo/recognition through the Urgent Run/Walk and Convention and Trade Show	X	X	X	X	X
Logo/recognition in <i>Association Insight</i> event wrap-up	X	X	X	X	X
Complimentary registrations for the 2021 Urgent Run/Walk	8	6	4	3	2



PSAI URGENT RUN/WALK

Sponsorship Request Form

Note: In the event of inclement weather, the Urgent Run/Walk will be canceled or postponed. If that happens, the PSAI will adjust your visibility package to ensure maximum exposure in the new conditions.

SPONSORSHIP PACKAGES

Yes, my company would like to sponsor the 2021 Urgent Run/Walk at the following level:

\$1,500
Champion

\$1,000
Promoter

\$500
Advocate

\$300
Supporter

\$150
Friend

COMPLIMENTARY PARTICIPANTS

Based on the level above, below are the names of those who will fill these registrations for my company's team.

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Company name _____

Address _____

City _____ State/Province _____ Zip/Postal code _____

Company email _____ Company phone # _____

Total amount due _____ *Please call the PSAI if you need help calculating the total.*

My check is enclosed

Please charge my credit card (Visa, Mastercard, or Amex)

Cardholder signature _____

Name on card (print) _____ Exp date _____ Sec code _____

Card number _____ Billing zip code _____



EVENT OPTIONS FOR THE BEST SUCCESS

PSAI Convention and Trade Show

Get your products and services displayed before any other show in 2022!

The PSAI Convention and Trade Show is the LARGEST trade show devoted entirely to the portable sanitation industry. Education sessions offered during the event are tailored to both operators and suppliers, and the trade show floor has inspired countless transactions each year. As such, there are many opportunities for placing your company in front of operators who attend the Convention and Trade Show. Our Hands-On Learning Labs (HOLLway) sessions, innovation forums, and other festivities provide even more chances to help you shine and draw more attendees to your booth.

Pre-Event Mailer

Each year, PSAI sends out an event mailer prior to the Convention and Trade Show. The flyer features the convention schedule, hotel information, speaker biographies, and information about registering online and is mailed to our entire mailing list. Suppliers can purchase ad space on this flyer. Ads must be submitted in at least 300 dpi resolution as a jpg, png, psd, or pdf.

BUSINESS CARD-SIZE AD

3.5" wide x 2" high

On Site Directory

Put your business in front of each and every person who attends the 2022 PSAI Convention and Trade Show in Reno by advertising in the On Site Directory—the booklet that contains everything convention-goers need to know. Use your ad to show off what's new or why people should visit your booth.

Learn more about advertising in the On Site Directory on page 20.



Trade Show Booth

Exhibiting at the PSAI Convention and Trade Show is one of the best ways to get in front of your customers. Display booths measure 10' x 10'. Truck and trailer spaces are 16' x 30'. To reserve a truck space, companies must also reserve a booth. For every display booth purchased, companies receive two event registrations that can be used by their team members or other guests.

Trade Show Floor Space Drawing—August 17, 2021

In preparation for the annual Convention and Trade Show in 2022, the PSAI conducts a random drawing by membership level to determine trade show floor space reservation priority by company. The drawing begins with titanium members and moves through platinum, gold, silver and bronze members in order. After we determine company order, each membership level has a set time frame in which to claim their space before the spaces are opened to the next tier of companies.

Complete and submit the trade show exhibitor request form on page 18 to save your spot for the trade show floor space drawing on Tuesday, August 17, 2021. Nonmembers may reserve exhibit space starting September 7, 2021.

Your PSAI membership must be up-to-date and in good standing to be entered in the booth selection drawing. Have questions about your membership? Contact Emily at emily@psai.org.

Innovation Forum

The Convention features a segment in the programming known as the Innovation Forum. Participating exhibitors have a short time at the podium to address attendees and highlight innovative products at their booth. Companies may prepare up to three (3) slides without animation on a white background in advance and each speaker's booth number will be on display.



Silent Auction

At each convention, the PSAI holds a silent auction on the trade show floor. Exhibitors donate the items that are up for auction, and items are displayed in each exhibitors booth so attendees must see you and bid on the item. This is a great way to drive traffic to your booth and support the PSAI at the same time. All proceeds from the auction go toward PSAI programs. The PSAI encourages exhibitors to donate items worth \$250 or more. Donors will see their logo and auction item featured in the PSAI newsletter, *Association Insight*, and in the On Site Directory to get your company in front of potential customers more often.

Item Value: ≥\$250



Scavenger Hunt

Need another way to drive traffic to your booth? When a booth is featured on the scavenger hunt map, attendees must visit that exhibitor on the floor to have their map stamped. Completed maps are entered into a prize drawing at the end of the show, making this activity extremely popular.

There are multiple ways to ensure your company is featured on the scavenger hunt map, including:

1. **DONATING** a silent auction item valued at \$250 or more
2. **PARTICIPATING** in the Innovation Forum
3. **GIVING** \$150 in cash to PSAI programs
4. **SPONSORING** a coffee break
5. **PURCHASING** a 1-page ad in the On Site Directory

By participating in the scavenger hunt during the PSAI Trade Show, you are increasing your visibility and making it easy for your future customers to meet with you and get the conversation started! You can be part of the scavenger hunt by participating in the Innovation Forum or by having a silent auction item at your booth.

To indicate your scavenger hunt participation and to purchase sponsorship opportunities, complete the PSAI Convention and Trade Show exhibitor request form on page 21. This form features a breakdown of pricing.



Sponsorship Opportunities

Whether you are seeking extra visibility at a PSAI event or you are hoping to get your company's brand into attendees' offices and trucks, there is a sponsorship for you. Get your name out there by sponsoring a coffee break and sponsoring branded items that are placed into the convention totes.

Coffee Breaks \$1,000

Help fund the beverages that are available for attendees during programming breaks. Coffee break sponsors receive recognition in convention materials, on event signage, and at the podium each day.



Event Materials

- Convention tote
- Name badge holders
- Note pad and pen
- Hand sanitizer
- Other ideas? Call us to discuss.

Note: Items are sponsored on a first-come, first-served basis with preference to sponsors who commit to providing items for the entire year.



Don't miss the LARGEST convention and trade show specifically tailored for the portable restroom industry!



PSAI CONVENTION AND TRADE SHOW

Exhibit Ad and Space Request

Use the next two pages to fill out information for your exhibit space, ad space, sponsorship options, and event extras that you can transfer to the contract on page 22.

TRADE SHOW EXHIBITOR AD SPACE¹

Pre-Convention Mailer

(All ads are business card size)

Membership Level	Pre-Convention Mailer
Titanium	\$225
Platinum	\$240
Gold	\$255
Silver	\$270
Bronze	\$300
Nonmember	\$390

Total _____

On Site Publication Ads

- I would like to use 4 class passes for a full page ad.
Number of pages _____ Number of class passes _____
- I would like to use 3 class passes for a half page ad.
Number of pages _____ Number of class passes _____

Use class passes and/or pay amounts below²

Membership Level	Half Page	Full Page	Total
Titanium	\$485	\$750	
Platinum	\$550	\$850	
Gold	\$585	\$900	
Silver	\$615	\$950	
Bronze	\$650	\$1,000	
Nonmember	\$845	\$1,300	

Total _____

- Artwork for any ads purchased must be received by the deadlines listed on page 35 to be included in the intended publication(s).
- Class passes may be combined with payment if purchasing more than one item.

TRADE SHOW BOOTH AND TRUCK/TRAILER SPACE RESERVATION¹

10' x 10' Booth Space and 10' x 25' Truck/Trailer Space

Use your class passes and/or pay amounts below²

10' x 10' space = 6 Class Passes and 16' x 30' Truck/Trailer space = 6 Class Passes

Membership Level	Booth Cost	Truck/Trailer Space ³	Total # Booths	Cost of all Booths
Titanium	\$1,125	\$1,125		\$
Platinum	\$1,275	\$1,275		\$
Gold	\$1,350	\$1,350		\$
Silver	\$1,425	\$1,425		\$
Bronze	\$1,500	\$1,500		\$
Nonmember	\$1,950	\$1,950		\$

- A 10' x 10' booth must be purchased with a truck/trailer space.
- Class passes may be combined with payment if purchasing more than one item.
- Payments must be received within 60 days of your reservation or by November 30, 2021, whichever comes first. Reservations made after November 30, 2021 must be accompanied by payment.

Total cost _____

Number class passes _____



PSAI CONVENTION AND TRADE SHOW

Sponsorship Request Form

CONVENTION AND TRADE SHOW SPONSORSHIP*

Yes! I would like to be a sponsor for the 2022 Convention and Trade Show.

Sponsorship Item ¹	Convention and Trade Show Reno 2022 ²
Name badge holders	Contact PSAI for updated pricing/styles/count
Note pad and pen	<input type="checkbox"/> \$1,500
Hand sanitizer	<input type="checkbox"/> \$600

- 1 Titanium and platinum members are coffee break sponsors and can also sponsor SWAG if desired.
- 2 If you are interested in sponsoring materials for the 2022 Convention and Trade Show, please contact the PSAI office for the most updated list and costs of items before submitting this form.

SILENT AUCTION SPONSORSHIP*

Yes! My company plans to participate in the silent auction at the 2022 Convention and Trade Show in Reno. Our item's value will be \$250 or more and we will have a photo and description of the item submitted to the PSAI office by December 15, 2021 so we can receive recognition in printed convention materials.

INNOVATION FORUM SPONSORSHIP*

Yes! My company plans to spend \$150 to participate in the Innovation Forum at the 2022 Convention and Trade Show in Reno. We will submit our three (3) non-animated slides on a white background to the PSAI office by **January 14, 2022**.

SCAVENGER HUNT SPONSORSHIP*

Yes! My company plans to participate in the scavenger hunt at the 2022 Convention and Trade Show in Reno. We are participating by:

- | | |
|--|---|
| <input type="checkbox"/> Donating a silent auction item | <input type="checkbox"/> Sponsoring a coffee break (\$1,000) |
| <input type="checkbox"/> Participating in the Innovation Forum | <input type="checkbox"/> Buying a one-page ad in the 2022 On Site Directory |
| <input type="checkbox"/> Donating \$150 cash to PSAI programs | |

*Boxes checked in these sections should be reflected in related sections on page 22.



PSAI CONVENTION AND TRADE SHOW

Trade Show Contract

February 1–4, 2022 | Reno, Nevada

Please fill out payment information below, and sign the PSAI Trade Show contract on page 26. You and your company's attendees must also register for the 2022 Convention and Trade Show when registration opens.

Member Level

- Titanium
- Platinum
- Gold
- Silver
- Bronze
- Nonmember

Company name _____

Contact name _____

Mailing address _____

City _____ State _____ Zip _____

Contact email _____

Phone _____

SPONSORSHIPS

Coffee break \$ _____

Sponsored items \$ _____

Silent auction \$ _____

Innovation Forum \$ _____

Cash donation \$ _____

Sponsorship subtotal \$ _____

EXHIBIT/ADVERTISING

Booth/truck space \$ _____

Class passes: _____

Pre-event mailer ad \$ _____

On Site Directory ad \$ _____

Class passes: _____

Exhibit/ad subtotal \$ _____

TOTAL DUE Sponsorships & exhibit/ad \$ _____

(Please call the PSAI if you need help calculating the total.)

Companies must submit payment for exhibiting and advertising within 30 days of making reservations or by November 30, 2021 for exhibiting and December 1, 2021 for advertising. Reservations made after those dates must include payment.

PAYMENT INFORMATION

My check is enclosed Invoice me Please charge my credit card (Visa, Mastercard, or Amex)

Deduct class pass credits

Cardholder signature _____

Name on card (print) _____ Exp date _____ Sec code _____

Card number _____ Billing zip code _____



PSAI CONVENTION AND TRADE SHOW

Trade Show Contract

Please read the fine print on the next four pages and then sign and date page 26 to complete the contract.

Exhibitors shall be bound by the PSAI's rules and regulations set forth herein and printed in the Exhibitors Service Manual as published by the General Service Contractor, and by such amendments or additional rules and regulations established by the PSAI.

BOOTH SIZE: Display booths are 10 feet deep by 10 feet wide, and truck spaces are 16 feet wide by 30 feet deep. Booth draping is 8 feet high at the back of the booth and 3 feet high on the sides. The drapes are blue. Carpet will not be provided but may be rented from the General Service Contractor.

BOOTH COST: The cost of each 10' X 10' display booth and each 16' X 30' truck space is \$1,500 for PSAI members. Truck/trailer spaces are for trucks and trailers only. A display booth must be purchased in conjunction with a truck or trailer space. Note: Titanium, platinum, gold, and silver members are eligible for discounts on these fees. Nonmembers will be charged \$1,950 for each booth space and truck space.

HEIGHT, WEIGHT, AND SPACE RESTRICTIONS: All displays, including trucks and trailers must be set up inside the boundaries of the assigned space. Exhibits may not exceed 350 pounds per square foot of floor space. If an exhibitor brings items that do not conform to the boundaries, the PSAI reserves the right to prohibit the display, reassign the display location, and/or assess an additional fee for the extra space. Trucks and trailers MAY NOT be set up in display booth spaces. All exhibitors must adhere to the height and weight restrictions published by the General Service Contractor.

LIGHTING AND ELECTRICAL: All electrical requirements will be handled through the General Service Contractor (see below). The General Service Contractor will send each exhibitor an exhibitor service manual with specific information when the exhibitor reserves space. The manual will also be available on the PSAI's website.

FREIGHT ACCESS: There is a freight door available. For assistance with unloading, contact the General Service Contractor personnel at the show site.

ACCESS, INSTALLATION, AND REMOVAL: Truck/trailer installation will begin at 1:00 pm on Wednesday, February 3, 2022. Exhibitor setup will begin at 8:00 am on Thursday, February 4. Booth teardown begins at 6:00 pm on Friday, February 5, and continues Saturday morning at 8:00 am.

EARLY TEARDOWN OF BOOTHS AND EARLY REMOVAL OF TRUCKS/TRAILERS IS NOT PERMITTED.

General Service Contract Information:

Information regarding the 2022 general service contractor will be available when you reserve your space. It will also be posted in the exhibitor area of the event page on the PSAI website.

The event venue for the 2022 PSAI Convention and Trade Show is:

Reno Convention Center
4590 S Virginia St,
Reno, NV 89502
General Information: 775-827-7620



PSAI CONVENTION AND TRADE SHOW

Trade Show Contract

Please read the fine print on the next three pages and then sign and date page 26 to complete the contract.

Exhibitors shall be bound by the PSAI's rules and regulations set forth herein and printed in the Exhibitors Service Manual and by such amendments or additional rules and regulations established by the PSAI.

1) Assignments and Contract for Space

By contracting for exhibit space, the applicant releases the PSAI and its agents from any and all liabilities to applicants, their agents, licensees, or employees that may arise or be asserted as a result of submission of an application or participation in this exhibit. The PSAI determines the eligibility of any company or products for exhibit. Only authorized new equipment, products, and services that have a direct application to the portable sanitation industry will be considered for exhibit. Determination of the applicability of any equipment, product, or service to the portable sanitation industry rests solely with the PSAI, whose decision shall be final. Acceptance of an exhibit contract does not imply endorsement by the PSAI or its directors, employees, volunteers, contractors, agents, or assigns of the applicant's equipment, products, services, or manufacturing. Whenever possible, exhibit space assignment will be made by the PSAI in keeping with the desires of the applicant. However, final determination of exhibit space assignment is reserved by the PSAI, and assignments will be made or changed in the best interest of the trade show as determined by the PSAI management's sole discretion. This contract for space becomes valid when duly authorized agents for both the exhibiting firm and the PSAI have affixed their signatures and payment in full has been received. If payment, or proof of intent to pay, is not received within the prescribed time limit, the contract is considered void and the exhibit space can be reassigned. No refund will be made for space that is contracted for but not used, or for space that is unused during any portion of the exposition hours. Should exhibit space remain unoccupied at the opening of the trade show, the PSAI may lease or use the space for other purposes without obligation or refund.

2) Arrangement of Exhibits

Exhibit construction and arrangements will be governed by the official PSAI rules and regulations, which become part of this contract. Exceptions will be permitted only by written request of the exhibitor and written permission from the PSAI. Such requests must be made no later than 60 days prior to the opening of the trade show. Exceptions that are acceptable to neighboring exhibitors who will be affected by the exceptions are permitted by the PSAI, provided neighboring exhibitors submit their acceptance to the PSAI within the same 60 day time frame.

Unapproved exceptions and violations of display rules and regulations that exist when the PSAI conducts its inspection prior to the trade show opening must be corrected before the trade show opens. Failure to do so can result in the removal of the offending exhibitor at the exhibitor's expense. The exhibit space provided will be as shown on the official floor plan insofar as possible, but the PSAI reserves the right to make changes at any time in location, size, and display limits of the exhibit area if this serves the best interest of the trade show.

3) Assignment and Subleasing

The exhibitor agrees not to assign, sublease, permit the use of, or apportion in whole or in part the leased space. The exhibitor shall not exhibit therein, or permit any other person or party to exhibit therein, any equipment, products, goods, apparatus, services, or manufactured matter of any kind—whether or not performed or distributed by the exhibitor in the regular course of the exhibitor's business—on behalf of the other company, except upon the PSAI's prior written consent, which consent may not be unreasonably withheld. In the event the PSAI consents to such an assignment, sublease, use or apportionment, the exhibitor shall not be relieved of or released from any of its obligations or duties under the sublease, including, but not limited to, payment or rent for space leased.

4) Use of Exhibit Space

The PSAI may forbid any installation or activity which, if continued, departs from the purpose and character of the exposition or which negatively impacts other exhibitors' ability to conduct business free from unreasonable interference. The PSAI reserves the right to expel from the trade show any exhibitor and attendant personnel who refuse to comply with any ruling and/or to correct any violation of the PSAI rules and regulations. In the event it becomes necessary to restrict any installation or activity or to evict an offending exhibitor, the PSAI is not liable to refund exhibit space rental or any other expenses incurred by the exhibitor.



PSAI CONVENTION AND TRADE SHOW

Trade Show Contract

Please read the fine print on the next two pages and then sign and date page 26 to complete the contract.

5) Conduct

All demonstrations, interviews, or other activities must be conducted so as not to infringe on other exhibitors' rights or offend trade show visitors. All spectators watching demonstrations or other activities in an exhibit area must remain within the confines of the exhibit and may not stand in aisles. We will not permit undignified or disruptive means of attracting attention to exhibits. The exhibitor agrees not to sponsor group functions such as outside tours, special showings, or other activities during trade show hours or in conflict with any officially programmed Convention and Trade Show events. The exhibitor agrees not to provide food or beverages in their booth without authorization from the PSAI and purchasing it from vendors approved by the convention facility.

The exhibitor agrees neither to contract for nor use any services in connection with its exhibit within the exhibit facilities or its grounds without written authorization from the PSAI. At least 60 days before the trade show opens, the exhibitor shall supply to the PSAI all names of any persons or organizations (other than those designated as official contractors in the Exhibitor Service Manual) who are proposed for the performance of any services for the trade show, and the PSAI will promptly notify the exhibitor of any disapproval of such selections.

6) Exhibit Space Lease Payment

The exhibitor must submit advance payment for the space leased no later than 30 days after the reservation, or by November 30, 2021, whichever comes first. If space is still available after November 30, 2021, payment is due at the time the space is reserved. A final assignment of space shall not be made until the payment is received.

7) Cancellation and Withdrawal of Exhibit Space and Refunds

Upon acceptance by the PSAI, the contract becomes a legally binding agreement between the exhibitor and the PSAI, provided that either party may cancel the contract through written notice to the other contracting party.

Any exhibitor who cancels or withdraws from the trade show is subject to the following penalties:

- a. The PSAI shall retain 50% of the total lease of such space as liquidated damages.
- b. Exhibitors who cancel space fewer than 60 days before the day the trade show opens will be charged for the total space leased and the PSAI will not issue a refund. The exhibitor agrees that he or she is legally obligated to remit any unpaid balance for such assigned space. Charges will apply whether or not the space is reassigned.

When refunds are due, settlements will be made after the conclusion of the trade show.

8) Reduction/Increase in Amount of Exhibit Space

The exhibit space provided will be as shown on the exposition plan insofar as possible, but the PSAI reserves the right at any time to change the location, size and display limits of the exhibit space if it is in the best interest of the trade show.

The exhibitor may reduce/increase the amount of the exhibit space subject to the following conditions:

- a. Exhibitors who reduce space at the trade show fewer than 60 days before the day it opens will be charged for their entire original space leased and will not receive a refund on the portion of space that is canceled or unused. The PSAI reserves the right to relocate exhibitors who reduce space.
- b. For reduction in exhibit space footage requests that are received more than 60 days before the day the trade show opens, the PSAI will reassign exhibit space and retain 10% of the original space cost as a penalty service charge.
- c. If the exhibitor requests an increase in exhibit space footage, space (if available) will be reassigned without penalty and with credit applied for all monies received to the new exhibit space rental cost.

Any change in the amount of exhibit space requested by the exhibitor shall result in the cancellation of the existing contract and issuance of a new contract between the exhibitor and the PSAI.

9) Liability and Insurance

Exhibitors are held responsible for insuring their own exhibits, personnel, displays, and materials from damage or loss through theft, fire, accident, or other cause. Exhibitors are obliged to maintain liability insurance for property damage and personal injury with financially sound companies authorized to do business in the state where the trade show is held.



PSAI CONVENTION AND TRADE SHOW

Trade Show Contract

Please read the fine print and then sign and date below to complete the contract.

9) Liability and Insurance, *continued*

Hold Harmless Agreement: The exhibitor assumes the entire responsibility for losses, damages, and claims arising out of exhibitor's activities on the facility premises and will indemnify, defend, and hold harmless the facility, its agents, servants, and employees from any and all such losses, damages, and claims.

Persons under the age of 18: No person under age 18 is allowed on the trade show floor during set up or teardown. Persons under age 18 may attend the show while it is open for attendees, provided they have a badge and are controlled by a parent or guardian. Infants in strollers or baby slings/backpacks do not require a badge so long as they remain in the stroller or pack. Show management must be notified that children are on the trade show floor.

10) Termination of Trade Show or Contract

The PSAI reserves the right to terminate the trade show if use or occupancy of the trade show premises is or will be materially interfered with by reasons of fire, flood, casualty, strike, embargo, injunction, pandemic, act of war, act of God, and other emergency, or any other act or event for which the PSAI is not at fault during the time leading up to and including the show. It is expressly agreed that such a termination shall not constitute a breach of this contract.

Should any contingency interrupt or prevent the convention from happening, a portion of the amount paid for space as the PSAI deems equitable will be refunded less such amounts as may be needed to cover expenses incurred by the PSAI in connection with the trade show. If, for any reason, the PSAI determines that the location or schedule of the trade show should be changed, the PSAI will issue no refunds, but assign to the exhibitor, in lieu of the original space, such other space as deemed appropriate, and the exhibitor agrees to use such space under the same rules and regulations. The PSAI shall not be financially liable or otherwise obligated in the event the trade show is canceled, rescheduled, or relocated, except as provided herein.

11) Interruption and Enforcement

Exhibitors, or their designated representatives, are responsible for familiarizing themselves with all rules and regulations. Ignorance of the rule is not an acceptable reason for failing to comply. Exhibitors/representatives who fail to observe these conditions of contract or who, in the opinion of the PSAI's management, conduct themselves unethically, may be dismissed from the trade show without refund or other appeal.

12) Severability

Each paragraph of this contract is severable. Should any court or government body of competent jurisdiction declare any provision invalid or unenforceable by reason of any rule of law or public policy, all other provisions hereof shall remain in full force and effect.

13) Arbitration

Any controversy or claim arising out of or related to the contract or the breach thereof shall be settled by arbitration in Minneapolis, Minnesota, in accordance with the Commercial Arbitration Rules of the American Arbitration Association then in effect. The parties may agree on a single arbitrator, but if they cannot so agree, each party shall select an arbitrator, and the two arbitrators shall select a third arbitrator. The award by the arbitrator or arbitrators shall be final, and judgment upon the award rendered may be entered in any court having jurisdiction herein.

14) Applicable Law

This contract shall be governed by the laws of the State of Minnesota.

I understand and agree to these conditions on behalf of my organization.

Exhibitor's signature _____ Date _____

VIRTUAL EDUCATIONAL CONFERENCE

April 12–13, 2022



The 2021 Virtual Education Conference was so successful, we will be hosting another in 2022!

The virtual conference will include content such as:

Expert speakers and panels: We offered professionals who are knowledgeable about topics and issues relevant to portable sanitation.

HOLLway sessions: These Hands-On Learning Labs featured teams of frontline practitioners sharing and demonstrating practical tips and lessons learned in the field.

Roundtable discussions: The PSAI's roundtables are one of the most popular things about PSAI events. Participants shared real-life experiences, asked questions, learned from one another and from subject matter experts who facilitated the discussion.

Spotlight Sponsor (\$600 or 3 class passes):

Prior to one educational session during the conference, as a Spotlight Sponsor you will have the opportunity to be in front of the large attendee audience who is attending that session. You will have up to 10 minutes to be directly in front of attendees and introduce your company, products and services. The conference platform will be on Zoom. It is best to do this live, but if you prefer you can create a pre-made video that will be played. Whether you are on live or with a video, you have up to 10 minutes of time. The Educational Session will begin once you are done, regardless if you used your full 10 minutes. How you use your time is totally up to you.

You will also get:

- Your company logo displayed as Spotlight Sponsor on a slide shown prior to all educational sessions.
- Your company logo as Spotlight Sponsor in email promotion of the conference that the PSAI will send to members and nonmembers.
- Your company logo as Spotlight Sponsor in social media posts to promote the event as one of the show sponsors.

**Contact
Todd Ginter at
the PSAI office
to secure your
sponsorship!**
toddg@psai.org
952-854-8300

Show Sponsor (\$350 or 2 class passes)

- Your company logo displayed as Show Sponsor on a slide shown prior to all educational sessions.
- Your company logo as Show Sponsor in email promotion of the conference that the PSAI will send to members and nonmembers.
- Your company logo as Show Sponsor in social media posts to promote the event as one of the show sponsors.

VISIBILITY AND EXPOSURE

Stand out with the PSAI

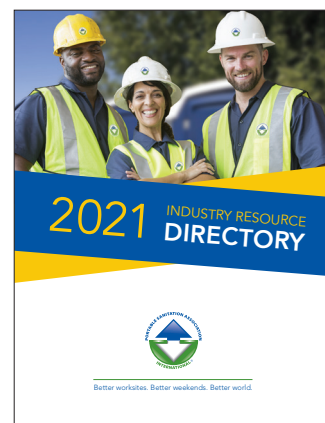


INDUSTRY RESOURCE DIRECTORY (IRD)

Each year the PSAI publishes its annual Industry Resource Directory (IRD). The IRD is filled with current information about industry standards and best practices, as well as a directory of current member operators and suppliers who have given us permission to include their contact details. Ads are positioned throughout the IRD for maximum views, and the final publication is mailed to all PSAI members and is also available online.

Reserve Your Ad Space Now

Full and half page ads can be purchased individually in addition to those included in your company's member level benefits. The IRD contract on page 28 has a breakdown of prices. Ads must be submitted in at least 300 dpi resolution as a jpg, png, psd, or pdf.



FULL PAGE ADS

7.5 " wide x 10" high

HALF PAGE ADS

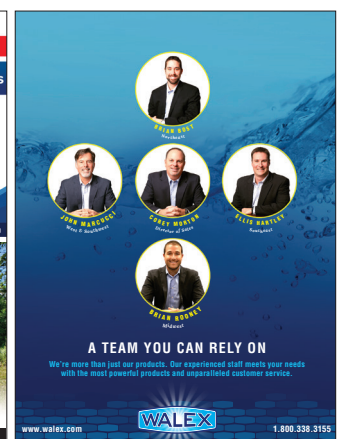
7.5" wide x 10" high

Use Your Class Passes for IRD

Full page: 6 class passes

Half page: 4 class passes

Add your business to additional listings in the IRD beyond the three listings you automatically receive as a PSAI member. Each additional listing is \$50. Contact Todd Ginter at toddg@psai.org or call 952-854-8300 to discuss additional listings you are interested in.





PSAI INDUSTRY RESOURCE DIRECTORY

Advertising Request Form

Fax, scan, or mail this form to the PSAI office. Ad fees and artwork must be received at the PSAI office no later than **February 14, 2022** to avoid rush charges. **No ads accepted after February 23, 2022.**

Membership Level	Class Pass	Full Page Ad	Class Pass	Half Page Ad	Half Page with Purchase of Full
Titanium	6	\$1,050	4	\$825	\$525
Platinum	6	\$1,190	4	\$935	\$560
Gold	6	\$1,260	4	\$990	\$595
Silver	6	\$1,330	4	\$1,045	\$630
Bronze	6	\$1,400	4	\$1,000	\$700
Nonmember	6	\$1,820	4	\$1,300	\$910

AFTER FEBRUARY 14, 2022, RUSH FEES WILL BE APPLIED TO ALL ADS

Ads will not be placed in the IRD without full payment OR past the final rush deadline.

Please PRINT your company's name below. If your organization will be advertised under multiple brands or names, please use a separate form for each.

Disclaimer: The PSAI reserves the right, without liability, to reject, omit, or exclude any advertisement for any reason at any time, whether or not such advertisement was previously acknowledged, accepted, or published. Advertisers and their agencies shall not submit advertising that is discriminatory in matters of sex, race, religion, color, national origin, sexual orientation, gender identity, age, physical handicap or other improper basis, or advertising that contains derogatory comments about the advertiser's competitors or about competitors' organization products, systems, or services. Advertisers are responsible for securing rights to publish images included in their ads.

Company name _____

Address _____

City _____ State/Province _____ Zip/Postal code _____

Ad contact email _____

Total amount due _____ *Please call the PSAI if you need help calculating the total.*

My check is enclosed

Please charge my credit card (Visa, Mastercard, or Amex)

Deduct class pass credits

Cardholder signature _____

Name on card (print) _____ Exp date _____ Sec code _____

Card number _____ Billing zip code _____

DIGITAL MEDIA OPPORTUNITIES



PSAI Newsletter

The PSAI publishes an online bi-weekly newsletter titled *Association Insight*. The newsletter is provided to our member companies' owners and employers. Supplier ads are placed within each newsletter for maximum viewing, and readership is a very healthy 35 percent on average. Ads must be submitted at 300 dpi or higher in a high resolution jpg, png, psd, or pdf.

Ads are available in three different sizes:

BUSINESS CARD

3.5" wide x 2" high

\$125 single issue

\$1,200 12 issues
(one time a month)

5 class passes

HALF PAGE

7.5" wide x 5" high

\$200 single issue

\$2,100 12 issues
(one time a month)

10 class passes

FULL PAGE

7.5" wide x 10" high

\$350 single issue

\$3,360 12 issues
(one time a month)

16 class passes



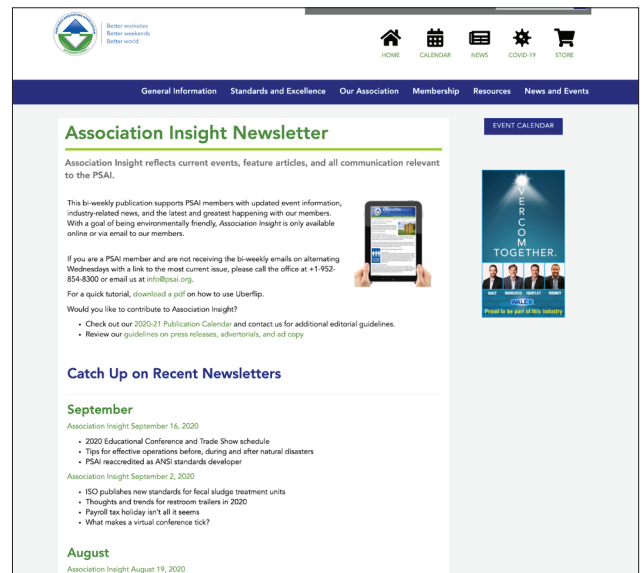
PSAI Website

Each page of the PSAI website displays a supplier ad through run of site (ROS) technology. Your ad will rotate on the member login page, member landing pages, and other site areas that are frequently viewed by portable sanitation operators. Ads must be submitted in jpg or png format at a 300 dpi resolution and sized to 180 px wide x 320 px high.

To purchase newsletter or website advertising

Contact Todd Ginter at toddg@psai.org or call 1+952-854-8300

Additional information about digital media opportunities is on page 31.





PSAI GENERAL PRICE LIST

Support and Visibility

Below are prices for online and print ads you can purchase to support the PSAI and increase your visibility within the portable sanitation industry. Note: All prices are for one year unless otherwise specified.

PSAI NEWSLETTER, ASSOCIATION INSIGHT

Ad Type	Member Price*	Nonmember Price
Full page ad (single issue)	\$350	\$455
Full page ad (12 issues)	\$3,360 (class pass: 16)	\$4,370
Half page ad (single issue)	\$200	\$260
Half page ad (12 issues)	\$2,100 (class pass: 10)	\$2,730
Business card ad (single issue)	\$125	\$165
Business card ad (12 issues)	\$1,200 (class pass: 5)	\$1,560

PSAI WEBSITE AD

Duration	Member Price*	Nonmember Price
One month	\$125	\$165
One year	\$1,200 (class pass: 6)	\$1,560

PSAI INDUSTRY RESOURCE DIRECTORY

Ad Options	Member Price*	Nonmember Price
Full page	\$1,400 (class pass: 6)	\$1,820
Half page	\$1,000 (class pass: 4)	\$1,300
Additional half page with full page purchase	\$700	\$910

*Member prices are subject to standard PSAI discounts for different membership levels:

Silver—5% discount; gold—10% discount; platinum—15% discount; titanium—25% discount



PSAI GENERAL PRICE LIST

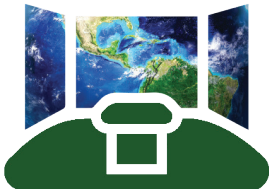
Event Visibility

Below are the prices for items you can purchase to increase your visibility within the portable sanitation industry and support the PSAI at our two annual events.



NUTS & BOLTS EDUCATIONAL CONFERENCE

Pre-Event Mailer Ad	Member Price	Nonmember Price
Business card ad	\$300	\$390
Exhibit Space		
Tabletop display	\$300	\$390
Sponsorship		
Coffee break	\$750	N/A
Urgent Run	See breakdown on page 14	
Event Registration		
Nuts & Bolts Educational Conference registration	\$350	\$450
Early bird registration	\$295	\$385



FEBRUARY PSAI CONVENTION AND TRADE SHOW

Pre-Event Mailer Ad	Member Price	Nonmember Price
Business card ad	\$300	\$390
On Site Directory Ad		
Half page ad	\$650	\$845
Full page ad	\$1,000	\$1,300
Exhibit Space		
10' x 10' booth (includes two exhibitor passes)	\$1,500	\$1,950
Truck space (must also purchase 10' x 10' booth)	\$1,500	\$1,950
Sponsorship		
Coffee break sponsorship	\$1,000	\$1,300
Event Registration		
Convention and Trade Show regular registration	\$225	\$295
Early bird registration	\$195	\$255
Thursday floor pass only	\$25	\$30



PSAI ADVERTISING GUIDANCE

Dimensions and Format

Below are the specifications for ads submitted to the PSAI for various online and print uses.

DIMENSIONS

In its print materials, the PSAI uses ads that are either a full page, half page, or business card size. See the dimensions here.

Business Card Ad:
3.5" wide x 2" high

Full Page Ad:
7.5" wide x 10" high

Half Page Vertical Ad:
3.75" wide x 10" high

Half Page Horizontal Ad:
7.5" wide x 5" high

AD SIZES PER PUBLICATION/USE

Publication/Use	Full Page	Half Page	Business Card	180 x 320 px
Newsletter	X	X	X	
Website				X
Industry Resource Directory	X	X		
Pre-Event Mailer			X	
On Site Directory	X	X		

FORMATS

	Resolution	File type
Print	at least 300 dpi	jpg, png, psd, pdf
Website	180 wide x 320 high pixels	jpg, png



IMPORTANT DATES

Deadline Calendar

Dates are subject to change; all changes will be published in *Association Insight*.

AUGUST 2021

- 10 Trade show floor plan released
- 17 Trade show booth drawings begin
- 20 Deadline for Nuts & Bolts mailer

SEPTEMBER 2021

- 1 Tabletop exhibit space opens

OCTOBER 2021

- 1 Trade show on site publication ad reservations begin
- 20 Deadline for convention and trade show mailer

NOVEMBER 2021

- 2-5 Nuts and Bolts Educational Conference in Myrtle Beach, SC
- 30 Full payment for trade show space due

JANUARY 2022

- 3 Changes to company listing in the Industry Resource Directory and online supplier directory due
- 5 Deadline for ad artwork for convention on site publication
- 14 Innovation Forum slides due

FEBRUARY 2022

- 1-4 PSAI Convention and Trade Show in Reno, Nevada
- 14 IRD ad deadline without rush fees
- 23 Deadline for IRD with rush fees

APRIL 2022

- 12-13 Virtual Educational Conference

