On behalf of the St. Louis Apartment Association, we would like to thank you for registering for the 2026 Fall Expo, scheduled for **Wednesday, October 28, 2026,** at the St. Charles Convention Center. We expect at least 500 attendees to walk the trade show floor this year!

The trade show floor will be open from 11:00 am – 3:00 pm this year. **You may begin setting up your booth as early as 7:00am on October 28th only.**

For your convenience, there is an "Exhibitors' Area" near the loading dock in the back of the trade show floor (by Booth #56 and 57) for taking breaks and eating lunch. Light breakfast items will be provided in the morning.

Attached are the following items:

- Exhibitor Map, so you can locate your booth and other supplier partners
- Marketing flyer to give to your clients to invite them to the show. (Be sure to add your booth #, so they know where to find you!)
- Inbound Shipping Form
- Outbound Shipping Form
- Exhibitor Shipping Storage Form
- Map of loading docks at the St. Charles Convention Center. You will unload and load at Docks A/B/C. Items **cannot** be brought in through the regular Convention Center doors.

Please be sure to share this information with **ALL** team members who are working in your booth.

Important Reminders:

- Drink tickets will be available for purchase at the SLAA Booth for $8, which can be used for domestic beer, imported beer, and wine. You can purchase drink tickets to give to clients, or you can pay at the bars.
- Exhibitors are not permitted to participate in other exhibitor giveaways or attendance prizes.
- Helium balloons are not allowed in the Exhibit Hall.
- HAY BALES OR OTHER FLAMMABLE DECORATIONS ARE NOT ALLOWED IN THE CONVENTION CENTER – NO EXCEPTIONS!
- No alcohol can be brought into the convention center.
- Only pre-packaged food can be brought into the convention center. (Snack type only)

- The Expo floor will be open from 11am - 3:00 pm to property management professionals. Educational sessions are offered at 9am, 10am, and 11am so you can expect that attendees will visit the Trade Show throughout the day.
- **If you have stated that you will draw your attendance prize at the Trade Show**, our emcee and a member of our committee will visit your booth to announce your winner over the microphone. Drawings will start around 2:00 pm. This is based on the information that you provided at the time of your registration. Based on your selection, a list has been provided to our emcee and the committee. Add-ons to this list will **not be available** on the day of the Trade Show.
- Children under the age of 18 are not allowed to attend the Expo. This event is for multifamily professionals only.
- SLAA Supplier Partner members who have not paid to have a booth in the Fall Expo are not allowed to attend and walk the trade show floor.
- Be sure that you download the "SLAA Mobile" app prior to the trade show to receive updates and notifications throughout the Trade Show.

Exhibitor Informative Zoom Meeting links below:

- October 6, 2026 – 2:00 PM: https://us02web.zoom.us/j/89953510788?pwd=CwSOCbm6lYYaTfDaCLt1rq0TXyi7zF.1

- October 14, 2026 – 10:00 AM: https://us02web.zoom.us/j/82374655521?pwd=7UqvJORLqAsllVDQ9KCdxsNGjDDdcq.1

Exhibitors are asked not to break down their booth until 3:00 pm. The final SLAA cash drawing will be held at 3:00 pm.

Overnight Accommodations near Convention Center:
Embassy Suites St. Louis-St. Charles Hotel & Spa 877-868-3385

Exhibitor Shipping In/Out Information – Shipping forms are attached

Shipping In –
Please Note: If displays arrive prior to 10/28 a storage fee, ranging from $25.00 - $75.00 per day, will apply to all shipments stored by the STCCC.
Ship to: St. Charles Convention Center, One Convention Plaza, St. Charles, MO 63303.
Please make sure shipments are clearly marked with your Company Name, Booth number, St. Louis Apartment Association's Fall Exp.- October 16th. Thank You!

Shipping Out –
It is the exhibitor's responsibility to coordinate the return of your display. At the end of the Expo, 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 it from the showroom and store your shipment until the next day. Please make sure all necessary arrangements are made for the removal.

Tips for a Successful Trade Show Experience:

- Your registration includes: 10' x 10' booth, carpeted, with pipe and drape, 8' table with skirting, 2 chairs, trashcan, and a small company sign – 8 x 24. Double booths are 20' x 10' with two 8' tables and 4 chairs.
- Electrical outlets and Wi-Fi are available for an additional fee. If you did not order electric or Wi-Fi at the time of your registration, contact the SLAA office to add them to your booth registration at least 2 weeks prior to the show. Or, on the day of the event, you will need to visit the St. Charles Convention Center Customer Service desk (located in the lobby) to add these services to your booth and pay them directly.
- Even though a tablecloth is supplied, bring something to add some depth to your table (i.e., a table runner and decorations). Make your table stand out!
- If your display space allows, use a stand-alone presentation board. On the board, you can show how clients can benefit by using your services. Be creative and memorable. Include pictures, if possible, and be sure your company name and logo are obvious.
- Arrange your display table in levels. Put larger items at the rear, shorter items in front, and even shorter items in front of those.
- Develop a PowerPoint presentation to display on your table. Your visitors will find this visually appealing, and it will attract their attention.
- Have plenty of giveaways, such as business cards, brochures, pens, magnets, and anything else that has your company name and/or logo on it. Most people who attend Expos are expecting to take home some goodies. In addition, be sure to use display racks for showing your flier specials, brochures, and such.
- Offer something unique as a give-away. Make sure your company name and contact information are noted on the giveaway. You could offer gift certificates for some of your services as a giveaway. There is nothing better than getting a deal. When they 'cash in' their certificate, they will see how valuable your services are and will come back for more.
- Have visitors drop their business card or offer a digital "check in" at your booth with a QR code, so you can gather information to follow up later.

- Have a portfolio of your work and / or product(s) available as part of your trade show display.
- Coordinate a product demonstration. It is your time to educate the property management industry on what is available to them.
- Have a game that trade show attendees can play to win a prize. This will draw them into your booth and give you time to speak with them while they play.
- Be friendly and inviting. Say "hi" to those that glance toward you or your booth. Strike up a conversation and be sure to have a short introductory speech ready.

Most importantly… have fun!

As always, SLAA thanks you for your support! Please let us know if you have any additional questions that we did not cover in this email.