

UPPER STATE APARTMENT ASSOCIATION
2021 SUPPLIER TRADE SHOW

TUESDAY, OCTOBER 26, 2021

5:00PM – VIP RECEPTION (BY INVITATION ONLY) 5:30PM – 8:30PM TRADE SHOW

USAA 2021 Annual Supplier Trade Show will be held again this year at Greenville Convention Center, One Exposition Drive, Greenville, SC 29607. We will be located in the Conference Center on the Main Level. We have 50,000 square feet of space with a drive-in loading dock and plenty of room to network. This is a highly anticipated event. Booth assignment is on a first come, first serve basis with USAA Diamond and Platinum Sponsors having 72 hours to register before opening registration to our remaining supplier members.

Theme: Trade Show Theme is **COSTUMES & CANDY: NO TRICKS ONLY INDUSTRY TREATS**

Application: Please complete the registration portion on our website, Upperstate.org. Booths come at a first come, first serve basis with USAA Diamond and Platinum Sponsors having first choice. Once registration is submitted, you will receive an email from our staff with additional information including booth confirmation.

Booth Selection: Each booth is 8' X 10' pipe and drape and includes a 6' table, 2 chairs, wastebasket and printed company sign. Please see floorplan for pricing. Price includes 2 attendees. \$40 per each additional booth attendee. To enlarge your trade show floor space, you may purchase 2 booths. Suppliers selecting a double booth will receive a \$100 discount off the total amount due. **PLEASE USE CODE: BOOTH100OFF** at checkout to receive the discount. Electricity may be provided for an additional \$75 fee and must be ordered in advance.

Eligibility, Payment and Cancellation: An invoice will be sent upon booth purchase. Trade Show registration and any past due balances must be paid prior to October 12th, 2021. Only Supplier Associate members of USAA in good standing may exhibit. Only exhibiting Supplier Associate members may be present at the trade show. No booth sharing. Exhibitors may cancel and receive a 75% refund of paid fees if cancelled prior to Tuesday, October 19th at 5pm. After October 19th all cancellations and no shows will be responsible for booth fees as invoiced and forfeit the right to any refund amount.

Installation and Removal of Exhibits: Exhibits may be set up between the hours of **12 pm and 4pm** on the day of the show. You will receive your set up time assignment no later than 2 weeks before the show. The venue space will be not available for set up prior to 12 pm. Exhibits must be dismantled immediately following the show. Please, no dismantling during show hours. All suppliers that have not dismantled prior to end of show will be eligible for a drawing of \$300 off next year's booth.

Exhibit Limitations: Exhibitors shall not display any product, sign, partition or other construction which extends more than 7 feet above the floor. Exhibits of a nature that obstruct the view or interfere with the displays of other exhibitors or which because of noise or any other reason become objectionable may be required to be modified or removed at the discretion of USAA. Music, lights, video or any other equipment shall be operated only at a level which will not interfere with other exhibitors. If you are unsure whether your display will meet these qualifications, please contact USAA staff to discuss prior to the show.

General Rules: **No food (pre-wrapped candy is allowed), beverages, or swag bags of any kind shall be provided by exhibitors at their booth.** Official Trade Show bags will be provided by sponsoring supplier, Access Control Technologies, LLC. Please note: if you are not the Trade Show bag sponsor, you are not allowed to distribute any type of bag from your booth. If any exhibitors fail to follow set rules, venue staff will ask you to remove unapproved items. No helium balloons. The use of flammable substances is prohibited.