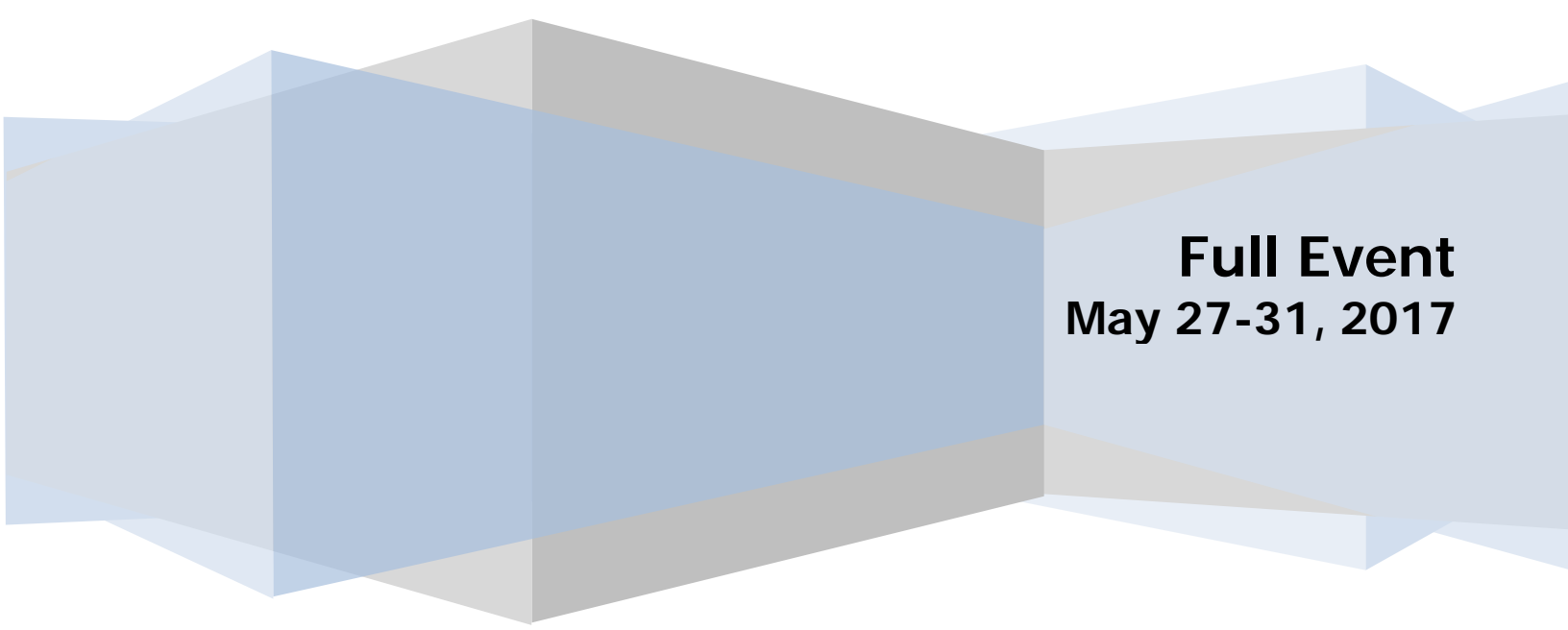


*GAPPA 2017*  
*Maximizing Your Resources:*  
*People, Products and Processes*

# **GAPPA Tradeshow Exhibit/Sponsor APPLICATION PACKET**

**May 28 – 29, 2017  
(Memorial Day Weekend)**



**Full Event  
May 27-31, 2017**



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## **2017 ANNUAL MEETING AND TRADESHOW EXHIBITOR/SPONSOR APPLICATION PACKET**

Business Partners, don't miss this occasion to display your wares and interact with representatives from over 40 of Georgia's colleges and universities from both the state and private sectors. We, in GAPPA, value our exhibitors and sponsors, and realize that it has been with your help that our association has attained recognition for its progress at both the southeastern and national levels. **Business Partners Must Exhibit or Sponsor to attend GAPPA**

### **TRADESHOW APPLICATION**

#### **EXHIBIT BOOTHS**

The Tradeshow portion of the annual meeting is open on Sunday afternoon and Monday morning. Exhibit booths are assigned to previous years' exhibitors first. Those companies requesting booths that have not exhibited or sponsored in the past are assigned booths on a space available basis after January 15 deadline. The Tradeshow is extremely popular and sells out quickly each year. The location can accommodate 100 booths. As in years past, strategies have been developed to enhance participation in the exhibit area, which includes activities to ensure maximum exposure to all displays, regardless of location.

\$1200 Exhibit Fee Includes:

- 10' x 10' booth, one six (6) foot table with skirt, two chairs, individual draped dividers and one company identification sign. Other amenities will be the responsibility of exhibitor.
- Up to 2 meal tickets for the Sunday Exhibitor/Sponsor Appreciation Dinner, immediately following the tradeshow.
- Up to 2 meal tickets for Monday Lunch, immediately following the tradeshow.
- Educational sessions, Saturday – Tuesday.

Exhibitors are welcome to attend all event functions starting with the Saturday pre-conference workshop through the Wednesday closing breakfast and experience exchange; simply purchase any additional meals tickets as applicable.

Refer to the Exhibitor hall layout below for booth selection(s). We ask that exhibitors select a booth in each of the four quadrants (E, F, and G & H) in order of preference. If you are requesting two booths, put two (2) booth numbers in each of the four (4) slots.

**Exhibit Application must be received by Monday, January 16, 2017**

#### **SPONSORSHIPS INFORMATION**

GAPPA offers over 40 opportunities for sponsorship, accepting three sponsors for each opportunity listed on the application form (meals, entertainment, hospitality, childcare, etc.). Vendors may choose to exhibit, sponsor or both.

\$1200 Sponsorship fee includes:

- Table in the pre-function area during the event sponsored (e.g. when sponsoring the exhibitor appreciation dinner, a table is available 6:30 p.m. – 10:30 p.m. on Sunday evening).
- Up to 2 meal tickets for the Sunday Exhibitor/Sponsor Appreciation Dinner, immediately following the tradeshow.
- Up to 2 meal tickets for Monday Lunch, immediately following the tradeshow.
- Educational sessions, Saturday – Tuesday.

Additional Sponsor Information:

- Sponsors have all the rights and privileges of exhibitors to network with and entertain attendees.
- Sponsors are recognized in the event booklet and with signage at the activity sponsored.
- Sponsors may choose to bring their own freestanding signage for greater visibility (sign must fit on or behind table provided as space is limited).
- Sponsors may bring up to four representatives at no additional cost other than extra meal tickets if desired.
- Sponsors are **not** required to register as attendees in addition to sponsoring.

Sponsors are welcome to attend all event functions starting with the Saturday pre-conference workshop through the Wednesday closing breakfast and experience exchange; simply purchase any additional meals tickets as applicable.

**Sponsorship only applications are accepted through May 1, 2017**

**ONLINE REGISTRATION**

Registration is online. You can find the link on the GAPPA home page at [www.gappa.org](http://www.gappa.org). You should receive an immediate email confirmation once registered. If you need to add-on items, update information, or if you experience any difficulties, contact LaVonne at [gappareg@gmail.com](mailto:gappareg@gmail.com), or call 404-713-7920 (cell).

To complete application by hand:

- Open link and print form
- Mail completed form and check payment to:

GAPPA  
c/o Ralph Johnson, AVP  
UGA/FMD  
1180 E. Broad Street  
0201 Chicopee Complex  
Athens, GA 30602

**PAYMENT/REFUND**

All payments for exhibit booths must be received no later than March 31, 2017. Unpaid registrations may be cancelled after this date. Please note, booth registration is not confirmed until payment is received.

Payment options include **credit card** through PayPal (no account required) and **check**. You will have the opportunity to select your preferred payment method when registering.

**No refunds will be issued after March 31, 2017.**

**MEMBERSHIP REQUIREMENTS**

Remember, you must be a current APPA/GAPPA business partner to exhibit or sponsor. For membership status please visit [www.appa.org](http://www.appa.org) or call membership at 703-542-3821.

To renew or become a new GAPPA Business Partner, complete the application attached and mail to the Alexandria Virginia address shown on the application form. **DO NOT send membership application and payment to GAPPA registration address.**

## CONTRACT INFORMATION

Questions regarding booths or sponsorships should be directed to:

Todd Bermann  
[Todd.Bermann@ung.edu](mailto:Todd.Bermann@ung.edu)  
706-864-1450

Questions regarding registration or payment should be directed to:

LaVonne Goldschmidt  
[gappareg@gmail.com](mailto:gappareg@gmail.com)  
404-713-7920

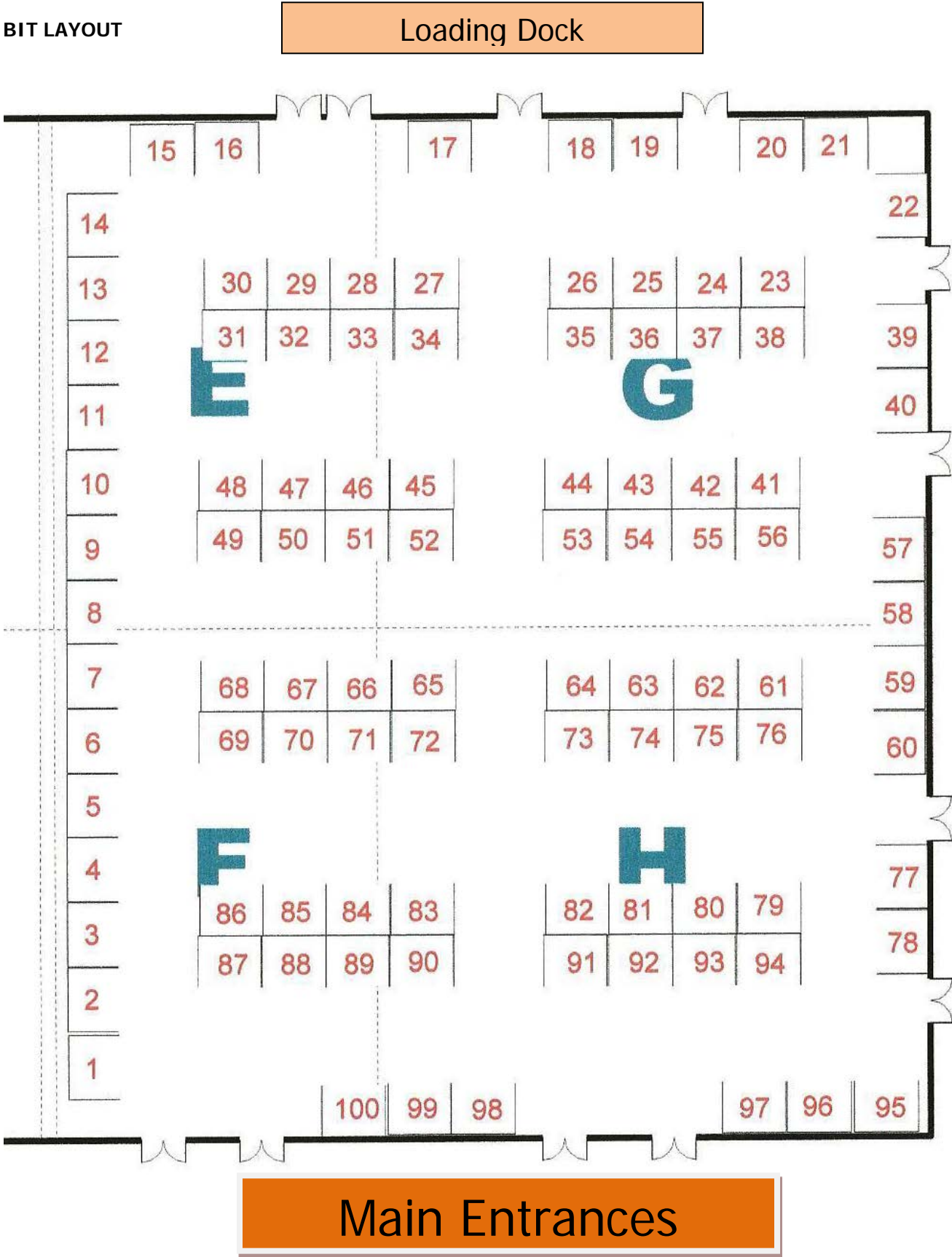
## LODGING

Exhibitors are responsible for their own Hotel accommodations. For your convenience, most hotels on Jekyll Island offer an event rate. Remember to mention GAPPA to receive the group rate, and to make your reservations before April!

## TENTATIVE SCHEDULE

Saturday, May 27	<ul style="list-style-type: none"><li>• Exhibitor/Sponsor Registration and Set-up: 12:00 noon – 6:00 p.m.</li><li>• <b>Pre Conference Workshop - 2:30 – 5:00 p.m.</b></li></ul>
Sunday, May 28	<ul style="list-style-type: none"><li>• Golf Tournament: 7:30 a.m. - 2:30 p.m.</li><li>• Tennis Outing: 9:00 a.m. -</li><li>• Exhibitor Set-up: 12:00 noon - 3:00 p.m.</li><li>• <b>Tradeshow: 3:30 - 6:30 p.m.</b></li><li>• Cocktail Reception: 6:30 - 7:00 p.m.</li><li>• Exhibitor Appreciation Dinner &amp; Casino Night: 7:00 - 10:30 p.m.</li></ul>
Monday, May 29	<ul style="list-style-type: none"><li>• Opening Breakfast: 8:30 a.m. (tickets available for purchase)</li><li>• <b>Tradeshow: 9:30 a.m. - 12:30 p.m.</b></li><li>• Exhibitor/Sponsor/Member Lunch: 12:30 - 1:30 p.m.</li><li>• Exhibitor Breakdown 12:30 – 5 p.m.</li><li>• Educational Sessions: 1:30 – 3:45 p.m.</li></ul>
Tuesday, May 30	<ul style="list-style-type: none"><li>• Educational Sessions: 8:00 a.m. – 3:30 p.m.</li><li>• Lunch: 12:00 noon - 1:00 p.m.</li><li>• Cocktail Reception: 6:30 – 7:30 p.m.</li><li>• Awards Banquet and Entertainment: 7:30 - 10:00 p.m.</li></ul>
Wednesday, May 31	<ul style="list-style-type: none"><li>• Closing Breakfast: 8:00 a.m. – 9:30 a.m.</li><li>• Experience Exchange: 10:30 a.m. – 12:30 p.m.</li></ul>

EXHIBIT LAYOUT



**GAPPA**  
**Georgia Chapter of APPA**  
 Business Partner Membership Form

<b>Business Partner Membership Dues:</b>	<b>\$75.00</b>
<i>Make check payable to GAPPA and Mail to:</i>	<b>GAPPA Membership Department</b> <b>1643 Prince Street</b> <b>Alexandria, VA 22314-2818</b>

<b>Business Name:</b>			
<b>Street Address:</b>			
<b>City/State/Zip</b>			
<b>Primary Representative</b> (individual):			
Title:			
Address (if different from above):			
City/State/Zip			
Phone:		Fax:	
Email:			

**Associate Representatives**

<b>Individual 1</b>			
Title:			
Address (if different from above):			
City/State/Zip			
Phone:		Fax:	
Email:			

<b>Individual 2</b>			
Title:			
Address (if different from above):			
City/State/Zip			
Phone:		Fax:	
Email:			

<b>Individual 3</b>			
Title:			
Address (if different from above):			
City/State/Zip			
Phone:		Fax:	
Email:			

# TAX IDENTIFICATION NUMBER - W-9

<b>Form W-9</b> (Rev. December 2011) Department of the Treasury Internal Revenue Service	<b>Request for Taxpayer Identification Number and Certification</b>	<b>Give Form to the requester. Do not send to the IRS.</b>
Name (as shown on your income tax return) <b>APPA, Association of Higher Education Facility Officers</b>		
Business name/disregarded entity name, if different from above <b>GAPPA (Georgia Chapter of APPA)</b>		
Print or type See Specific Instructions on page 2.	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____	
	<input checked="" type="checkbox"/> Other (see instructions) ▶ <b>Non-Profit Association</b>	
	Address (number, street, and apt. or suite no.) <b>0201 Chicopee Complex (c/o Ralph F. Johnson)</b>	
	City, state, and ZIP code <b>Athens, GA 30602</b>	
	List account number(s) here (optional)	
<b>Part I Taxpayer Identification Number (TIN)</b> Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3.  <b>Note.</b> If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.		
		Social security number <div style="border: 1px solid black; width: 100px; height: 20px; margin: 5px;"></div>
		Employer identification number <div style="border: 1px solid black; width: 150px; height: 20px; margin: 5px; display: flex; align-items: center; justify-content: center;"> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">9</div> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">1</div> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">-</div> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">2</div> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">0</div> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">2</div> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">1</div> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">7</div> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">8</div> <div style="border-right: 1px solid black; width: 20px; height: 20px; line-height: 20px;">7</div> </div>
<b>Part II Certification</b> Under penalties of perjury, I certify that: 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and 3. I am a U.S. citizen or other U.S. person (defined below).  <b>Certification instructions.</b> You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.		
<b>Sign Here</b>	Signature of U.S. person ▶ <i>Bill Moody</i> Date ▶ <i>10/12/16</i>	
<b>General Instructions</b> Section references are to the Internal Revenue Code unless otherwise noted.  <b>Purpose of Form</b> A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA. Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to: 1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued), 2. Certify that you are not subject to backup withholding, or 3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.		
<b>Note.</b> If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.  <b>Definition of a U.S. person.</b> For federal tax purposes, you are considered a U.S. person if you are: • An individual who is a U.S. citizen or U.S. resident alien, • A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States, • An estate (other than a foreign estate), or • A domestic trust (as defined in Regulations section 301.7701-7). <b>Special rules for partnerships.</b> Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.		

Cat. No. 10231X

Form W-9 (Rev. 12-2011)