

SPONSOR INFORMATION PACKET

Please read the guidelines below and take note of all deadlines for submitting ads, shipping promo items, booth items, etc.

CONFERENCE VENUE & HOTEL INFORMATION:

Omni Grove Park Inn

290 Macon Avenue, Asheville, NC 28804

(800) 438-5800

Hotel Check-In: 4:00 PM

Hotel Check-Out: 11:00 AM

Conference Check-In: Wednesday, 2:00 PM-7:00 PM

Thursday, 7:00 AM-3:30 PM

Friday, 7:30 AM-11:00 AM

Exhibitor Check-In: Wednesday, 2:00 PM-5:00 PM*

*A limited number of exhibitors may setup as early as 10:00 am but you may need to call shipping/receiving to retrieve your booth items if you arrive earlier than 2:00 PM – see diagram on page 5 for details..

Checklist for Key Deliverables/Deadlines

The following is a quick reference checklist for all sponsor deliverables. Details and specifications for each can be found on the following pages.

	Item	Due Date
<input type="checkbox"/>	Choose your Exhibit Booth Location – Presenting, Diamond and Platinum Sponsors will be contacted by email starting February 5 th to choose your booth location, in order of sponsor level and registration date. Complete the online form in the timeframe requested so you don't lose your spot in line. All other exhibitors will be assigned.	February 15th
<input type="checkbox"/>	Verify your Conference Attendees – Ensure all attendees are correct and any required substitutions are made.	February 15th
<input type="checkbox"/>	Submit your Ads – For Platinum and Diamond sponsors - submit your mobile banner ad and PowerPoint ad by this date.	February 25th
<input type="checkbox"/>	Make Final Payments – If you have a balance due, please make sure all payments are received no later than March 1 st .	March 1st
<input type="checkbox"/>	Ship your Promotional Items – If you are sending items for attendee bags, ship them to arrive by this date.	March 11th
<input type="checkbox"/>	Ship your Exhibit Booth Materials – If you are shipping booth items, ship them to arrive by this date.	March 12th

ATTENDEE LIST AVAILABILITY

All sponsor levels will receive an electronic copy of the attendee list on FEBRUARY 20th emailed to the primary contact person listed on the sponsor registration. An advance copy will be sent to DIAMOND sponsors only on or about February 6th.



VERIFY YOUR LOGO by February 8th

Various printed signage and materials will include your logo. All sponsor logos are on our registration site [HERE](#) (click on "Sponsors" to view all logos. Review yours to be sure it is current and correct. If it is incorrect, email your updated logo in png/jpg AND EPS formats no later than February 8th.

VERIFY YOUR FREE CONFERENCE ATTENDEES AND ACTIVITIES BY February 15th

Depending on your sponsorship level, you are entitled to a number of conference attendees as listed below. If you don't already have attendees registered to fill these spots and need to assign or substitute names, please contact GLQC@eventfullyyourz.com. Each complimentary attendee for Gold or higher also has a choice of one of three activities for each attendee: Golf, Sierra Nevada Brewery Tour, Escape Room (the Escape Room and brewery tour are already sold out so if one was not previously selected, Golf is now the only option available). If an activity was not chosen for your attendee(s) or you need to make a change, email GLQC@eventfullyyourz.com no later than FEBRUARY 15th.

Silver Level	1 Attendee (no complimentary activities)
Gold	2 Attendees/activities
Platinum	3 Attendees/activities
Diamond	4 Attendees/activities
Presenting	5 Attendees/activities

PAYMENTS – Due by March 1st

If you owe a balance for your sponsorship or attendee registrations, please make checks payable to EventfullyYourz and mail to the following address to arrive no later than March 1st:

Georgia Lenders Quality Circle
c/o EventfullyYourz
P.O. Box 61688
Franklin, TN 37068-1688

SUBMIT YOUR ADS (Platinum and Diamond Sponsors) by FEBRUARY 25th

Our conference program will be a digital version via our mobile event guide, which will include the agenda, speaker information and sponsor ads. Digital ads will display on a fixed page with highest sponsor levels at the top of the page. **Diamond and Platinum sponsors are eligible to submit digital ads, which should be jpg or png files sized 1800px horizontal by 600px vertical.** Ads are due by February 25th, but the sooner you submit your ad, the earlier it will begin displaying (the mobile event guide will be introduced via an upcoming email blast to all attendees in advance of the conference). Email ads to GLQC@eventfullyyourz.com.



**BUSINESS EVALUATIONS
& EQUIPMENT APPRAISALS**
1-800-873-3040 | turnerbusiness.com

Lerch, Early & Brewer is proud to support America East 2016!
www.lerchearly.com

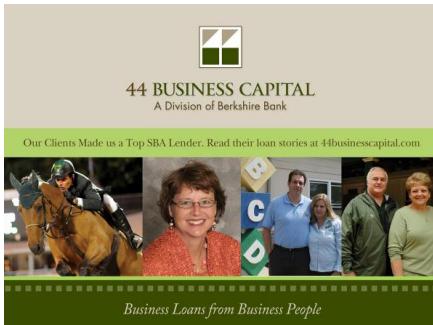


SBA Lending Attorneys
awrind@lerchearly.com
(301) 657-0750



Power Point slides will also be shown between presentations and during meal times. All **Platinum and Diamond** level sponsors may submit a Power Point slide with your ad for inclusion in the looping slideshows. Ads should be horizontal in orientation and sized to fit a wide format Power Point slide (format is new this year) - due by February 25th by emailing to GLQC@eventfullyyourz.com.

Sample Power Point Ads (these are previous standard format – moving to the wide format this year):



SHIP PROMOTIONAL ITEMS FOR ATTENDEE BAGS – Must be received by March 11th

All sponsor levels are invited to provide promotional items to include in attendee bags. Promo items can include any marketing materials, giveaways, etc. (water bottles, koozies, pens, memo pads, postcards, etc.). Estimated Attendee Count: 400. These items should be delivered or shipped directly to the hotel in advance of the conference and **MUST ARRIVE between MARCH 8TH and MARCH 11TH to guarantee placement in attendee bags – WE ARE SORRY, BUT ANY ITEMS RECEIVED AFTER 5:00 PM ON 3/11 WILL NOT BE INCLUDED IN ATTENDEE BAGS – PLEASE SEND FEDEX OR SIMILAR TO GUARANTEE DELIVERY BY THIS DATE.**

Note that Promo Items must be packaged and shipped SEPARATELY from exhibitor booth materials as we will open boxes of promo items and include them into the attendee bags – anything not labeled exactly as below to include PROMO ITEMS will NOT BE OPENED and included.

It is important to label promo items EXACTLY as indicated below to ensure we will locate them to include in the bags (THIS SHIPPING ADDRESS IS DIFFERENT THAN THAT FOR EXHIBIT BOOTHS):

Ashlee Doughty (Promo Items) – SESBLC
The Omni Grove Park Inn
290 Macon Avenue
Asheville, NC 28804

Box ____ of ____ (Multiple boxes MUST be numbered)
Use Date: March 11th (Deliver to Event Office)
Group Contact: Jennifer Blumig

EXHIBITOR INFORMATION

All exhibitors will need to be registered for the conference for access to the exhibit hall, meals and sessions – adding a booth to your sponsorship does not add another attendee. Register any additional exhibitors by 5:00 pm February 25th. All booths will be in the Grand Ballroom (8th floor). Check in with us at the Registration Desk located in the Vanderbilt Foyer just outside the entrance to the ballroom upon your arrival to locate your booth.

Exhibit Hours (please ensure someone is at your booth during these times):

Wednesday: 5:30-7:00 PM
Thursday: 7:00-8:00 AM, 10:15-10:45 AM, 3:00-3:30 PM
Friday: 7:30-8:30 AM

Booth SETUP is WEDNESDAY, March 13th 2:00 PM – 5:00 PM

Upon arrival, check-in with us at the registration desk to collect your materials and setup between 2:00pm-5:00 pm in preparation for the welcome reception in the exhibit hall from 5:30-7:00 pm. If you shipped booth items to the hotel and submitted the required shipping form (see page 6), your items will be delivered directly to your booth.

For exhibitors requesting to setup before 2:00 pm (due to participation in golf or other activities), **ONLY booths in BALLROOM SECTION C will be able to setup as early** as 10am if needed, and you may need to call shipping/receiving to retrieve your booth items. You will need to choose one of the booths within the red box in the diagram on the following page.

Booth BREAKDOWN is FRIDAY, March 15th 11:30 AM – 12:30 PM*

Exhibitors should breakdown their booths between 11:00 AM and 12:00 PM on Friday, 3/15 but NOT EARLIER than 11:00 am. Be sure to bring a return shipping label with you – the hotel will take care of shipping items out ONLY if they are pre-labeled with your FedEx Account number and shipping information. Handling fees will apply.

****We respectfully ask that all exhibitors adhere to the 11:30 am – 12:30 pm breakdown timeframe, and no earlier, to keep noise levels to a minimum during our general session, out of respect for our speakers presenting that morning.***

Included with your Booth

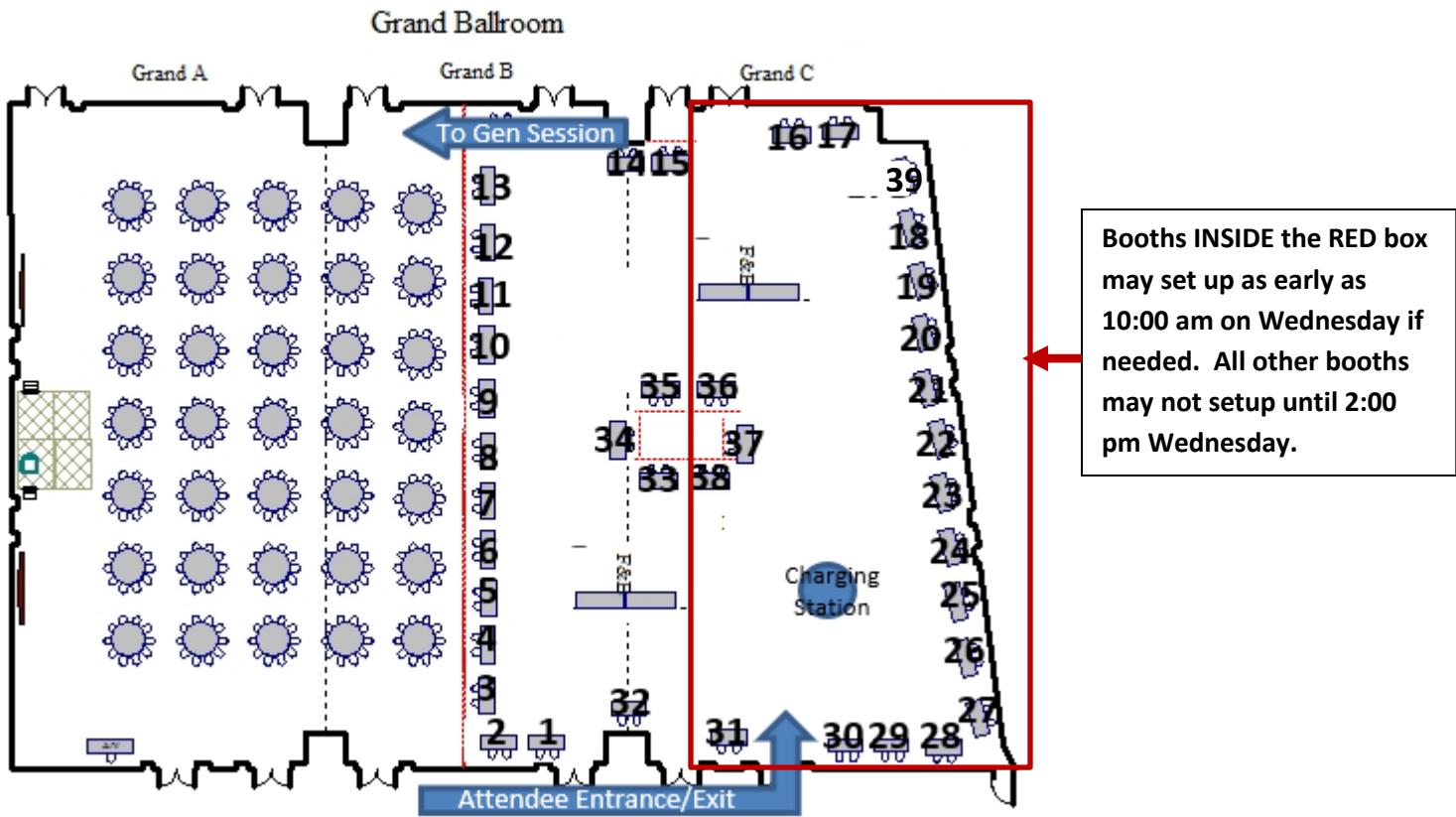
A 6' skirted table and 2 chairs will be provided. You may use your own table cover, and may bring tabletop or standup displays, provided they fit in the assigned 8'x8' space. Both breakfasts, welcome reception and all breaks will be held within the exhibitor hall.

Electrical & Internet

Electrical drops will be placed every few booths throughout the exhibit hall. Extension cords and power strips will not be provided – thus, we suggest bringing your own to avoid paying hotel rental fees. Wi-Fi service will also be provided free of charge to all exhibitors. If your setup requires more than one standard outlet or enhanced Wi-Fi/Streaming service, contact us for pricing at GLQC@eventfullyyourz.com.

Booth Locations & Placement

Diamond and Platinum sponsors will be contacted from February 6th through February 12th to submit your booth location preferences in order of sponsor level and date of registration. All other levels (Gold, Silver and Exhibitor only) will be assigned a location in order of sponsor level and date of registration with consideration given to competitors. Every attempt will be made to assign locations without placing direct competitors next to each other, and final assignments will be emailed to sponsor contacts once all assignments have been made (anticipated date is February 20th. See map on following page.



SHIPPING/RECEIVING INFO FOR EXHIBIT BOOTHS

It is **VERY IMPORTANT** to label your exhibit booths **EXACTLY** as indicated below to avoid delays in receiving your booth – note that there is a different address for shipping your promo items for attendee bags.

Plan for all booth materials to arrive between **MARCH 8th** and **MARCH 12th** to guarantee delivery to exhibit hall.

*If you arrive to setup earlier than 2:00 PM, your booth items may not yet be available, in which case you should contact shipping/receiving to request a special delivery. To avoid delays, we suggest giving a call up to one hour before you need your materials (again, this should not be needed unless you are wanting to setup **EARLIER** than 2:00 PM). Shipping Department operates from 7:00 am – 4:00 pm, Monday-Friday.*

Address all EXHIBIT BOOTH Materials as follows and Complete & email the Shipping Form on Page 6 to hotel upon sending your shipment.

[Onsite Exhibitor Contact Name from your Company] – SESBLC (BOOTH ITEMS)

[Your Company Name – Booth #]

The Omni Grove Park Inn

290 Macon Avenue

Asheville, NC 28804

Box of (Multiple boxes MUST be numbered)

Use Date: March 13th (Deliver to Grand Ballroom C)

Group Contact: Jennifer Blumig

EXHIBITOR SHIPPING FORM

THIS FORM MUST BE COMPLETED & EMAILED Immediately upon Shipping Items to the hotel to:

Erin McGraw, Shipping Coordinator
Erin.mcgraw@omnihotels.com (with CC to GLQC@eventfullyyourz.com)
828-252-2711 ext. 1400

The following handling rates apply to all incoming and outgoing packages:

ITEM	RATE (ea. way)
Envelopes	\$5.00
0 – 30 lbs.	\$15.00
31 – 70 lbs.	\$50.00
71 – 200 lbs.	\$75.00
Pallets	\$150.00

Name of Company/Exhibit:	
Item(s) being Shipped TO HOTEL:	
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL Amount to Charge	\$

Methods of Payment

CREDIT CARD:

Name on Card:	
Billing Address:	
Email:	Cell Phone:
Credit Card Number:	Exp. Date:
Signature:	

OR

GUESTROOM:

Guest Name:	
Arrival Date:	
Email:	Cell Phone:
Confirmation #	

Outbound Shipping from Hotel: Pack and seal all outgoing packages with a new barcoded label. Pallets must have a bill of lading attached and a pickup scheduled. Packages will be picked up by hotel staff from exhibit hall upon the completion of the conference. **The Omni Grove Park Inn does not currently partner with UPS - all UPS outgoing packages must have a pickup scheduled.** To schedule a pickup, contact UPS customer service at 1 (800) 742-5877 and request a pickup from 9a-4pm for one business day following the conference, or for MARCH 18th. Use this address when scheduling a pickup:

Shipping and Receiving
Omni Grove Park Inn
290 Macon Ave
Asheville, NC 28804

GENERAL HOTEL INFORMATION

HOTEL RESERVATIONS & TRAVEL INFO

Our host hotel is the [Omni Grove Park Inn](#) located at 290 Macon Avenue, Asheville, North Carolina. The closest airport is the [Asheville Regional Airport \(AVL\)](#), which is just 17 miles from the hotel. Taxi and car service is available, as well as rental cars and UBER service ([click here to request UBER](#)). [Click here for Maps and Transportation Details](#).

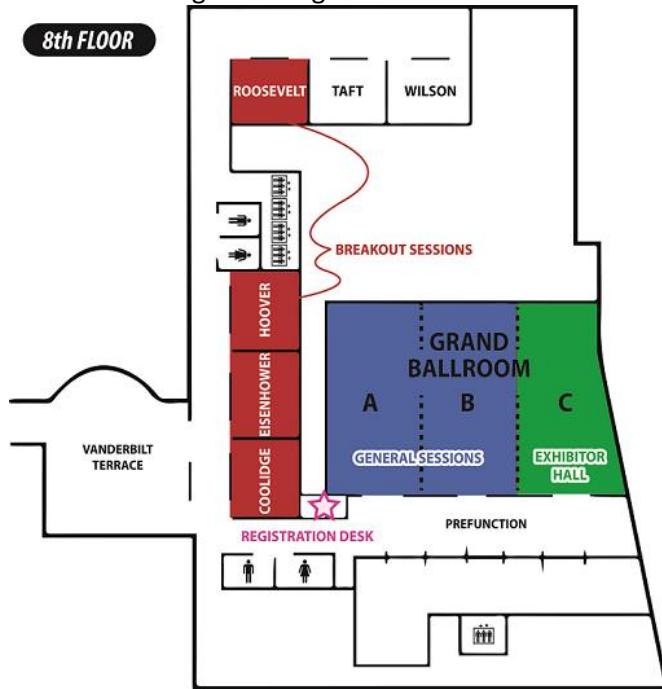
Hotel CHECK-IN time is 4:00 PM and CHECK-OUT is 11:00 AM.

Hotel Amenities for our Overnight Guests

- Complimentary fitness center access
- Complimentary in-room Wi-Fi
- Garage Self-Parking is complimentary for the first 3 hours, \$10 for 3-6 hours, or \$15 for 6-24 hours
- \$15 daily Valet parking, or \$22 overnight

MEETING SPACE

All meeting space is located on the **8th Floor**. Our registration desk is located at the entrance to the Grand Ballroom, near the Coolidge meeting room.



LOCAL RESTAURANT RECOMMENDATIONS

If you are looking to make dinner reservations for Wednesday evening following the reception for a larger group, check out this list of options for group dining around town: <https://www.exploreasheville.com/meeting-planners/group-dining/>

CONFERENCE CONTACT INFO

844.887.6477 or GLQC@eventfullyyourz.com