



**17th Annual Eastern Secondary Conference  
and 67th Annual Convention  
June 17-18-19, 2020  
EXHIBIT INFORMATION**



**Embrace Your Opportunities**

# BACK TO BACK

## What does this mean for you?

This is year two in having the Eastern Secondary Conference and Annual Convention back to back. In the Spring of 2018, The MBA of Florida Executive Committee polled past attendees, sponsors and members with the question, "Would there be value in having the Eastern Secondary Market Conference and State Annual Convention during the same event and date?" Historically the events were held separately and at different times of year.

When the MBA of Florida Executive Committee met, they considered all the comments, weighed the benefits and issues of making the change, and listened to the overwhelming 82.4% poll response of YES! – the decision was made to bring the events BACK TO BACK.

The results and comments were to continue to hold these back to back but to change the location to be easily accessible. So we did. We have a beautiful location at the Hyatt Regency Grand Cypress, straight from the airport about 20 minutes and directly off Interstate 4.

### **Having these two events back to back is very valuable to you!**

Number one reason is to manage your budgets and our budgets.

**Attendees** experience both events for a very reasonable fee. If you have only attended our convention and are interested in learning more about the secondary market, this is the best way to do it. Our secondary attendees can come to the convention portion to hear more great speakers and see what's happening specific to Florida and more. ONLY \$175 in addition to your registration fee, you get access to both events.

**Exhibitors exhibit at the Secondary Conference and Annual Convention!** We have been asked to include exhibits at our Annual Convention and this makes it happen, both for one fee. We have times beginning with the Secondary event going into the Annual Convention where you will be able to meet with so many more industry professionals for a very inexpensive exhibit fee.

**Sponsors** get substantial value for the sponsorship with more exposure to attendees from both events! The Platinum sponsorship includes your exhibit space and one rep for the full registration of the events.

Please refer to the forms to exhibit and sponsors for more complete information.

**The MBA of Florida's leadership, 2020 Eastern Secondary Conference and Convention Committees are very excited about this new venture. We are all looking forward to connecting with you in June at the beautiful Hyatt Regency Grand Cypress in Orlando, Florida**



# Welcome Exhibitors



We invite you to join us for our **Back to Back 17th Annual Eastern Secondary Conference and 67th Annual Convention**

**The Hyatt Regency Grand Cypress, Orlando Florida is perfect for this event!**

Please refer to the floor plan of the exhibit room further in this packet. All receptions, breakfast, breaks, and lunch will be in the exhibit room with all non-conflict times. The exhibits open on Wednesday and continues all day Thursday, going into the Convention programs that afternoon and we have a final breakfast and break with you on Friday, after which the exhibits conclude. We expect to sell out this year with this new option of both events back to back, so please get your registration in as soon as possible.

## Networking Opportunities

Networking and Education is our priority and we know almost equal when deciding on coming to an event.

The MBA of Florida conference and convention committee carefully outlined the program, exhibit times and room set-ups to maximize your time with us. To make sure our dedicated speakers have the audience they deserve we ask everyone to be aware of the sessions going on and make your appointments in between these times. There will be evenings available also for you to have time to interact with your customers at your events and dinners after the receptions.

## Communications

Please be aware that we provide everyone the registration list about two weeks prior to the conference. This list is for use by you only to make connections prior to the conference. If we get knowledge of the list going to others not related to this conference, it may affect the ability for us to offer this very useful option in the future. Thank you for your consideration in this matter

## Sponsorship Opportunities

There are four levels of sponsorships available. You receive substantial value for the sponsorship now with more exposure to attendees from both events! The Platinum sponsorship includes your exhibit space and one rep for the full registration of the events. See the sponsorship form for complete information on all available sponsorships, including ad deadlines, specs, etc.

## Exhibit Fees

The fee is \$800, include one rep and only \$400 for extra reps. All reps have full conference access. We have TWO PREMIUM spaces this year for \$1,500. Please see the exhibit registration form for the premium space locations, and for details on all pricing, including electrical ordering.

# EXHIBITOR DETAILS and HELPFUL INFORMATION

## PLEASE SEE THE FLOOR PLAN WITHIN THE FOLLOWING PAGES

(THE FLOOR PLAN IS NOT 100% TO SCALE OF LOCATIONS OF THE ROUND TABLE SEATING. THE RECEPTIONS WILL HAVE THE INCLUSION OF SCATTERED HIGHTOPS, ETC. THE FLOOR PLAN IS SUBJECT TO CHANGE, DEPENDENT ON NUMBER OF EXHIBITORS.)

- **Exhibitor table placements** will be done approximately three weeks from the conference date, earlier if we sell out and are able to make the full placements.
- **Priority is given to Platinum** sponsors first, and then all others are placed on a first come-first served basis.
- **Displays allowed that fits into the allotted** space of 10' wide
- **You will be listed on the full attendee listing**, with your contact information, your company and product description will be listed on the exhibit handout with the map of your location.
- **Pricing at a Glance Below-Complete details refer to the exhibitor registration form.**

**\$800—10' wide tabletop exhibit space: Your space includes one 6' table, two chairs, wastebasket and one internet connection per table.** The resort wi-fi is available in the guest rooms, main lobby, the conference foyer, and all outdoor spaces. It does not reach down the hallways to the meeting rooms. **(The Exhibit Booth Fee Includes one representative for full conference registration.)**

**\$400—Extra Representatives (Includes full conference.)**

**\$1,500—ONLY TWO PREMIUM SPACES AVAILABLE.** Space is premium location, includes a coffee table and two extra designed chairs for seating. You will receive five minutes of podium time during one of the evening receptions to address the crowd, announce a special prize you may have, introduce your company and representatives, etc!

**\$100 Electrical is available** for a separate fee of \$100, which needs to be pre-ordered on your form.

### Materials Delivery Information

*If you are staying at the hotel please use the following mailing:*

**Hyatt Regency Grand Cypress • One Grand Cypress Blvd., Orlando, FL 32836**

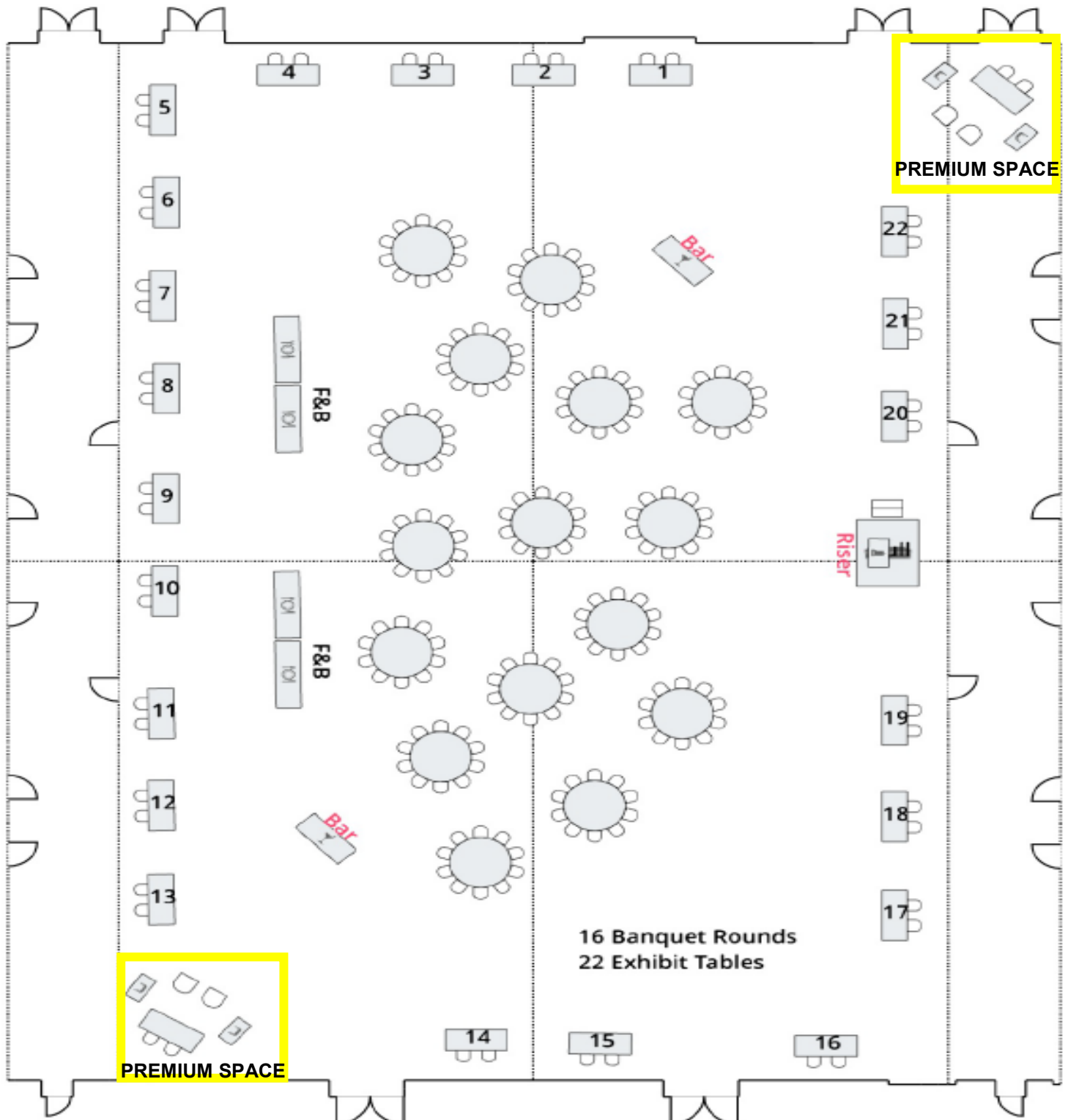
**Hold for MBA of Florida Conference**

**ATTN: (Guest Name) Arrival Date:\_\_\_\_\_ Box # \_\_\_\_\_ of \_\_\_\_\_**

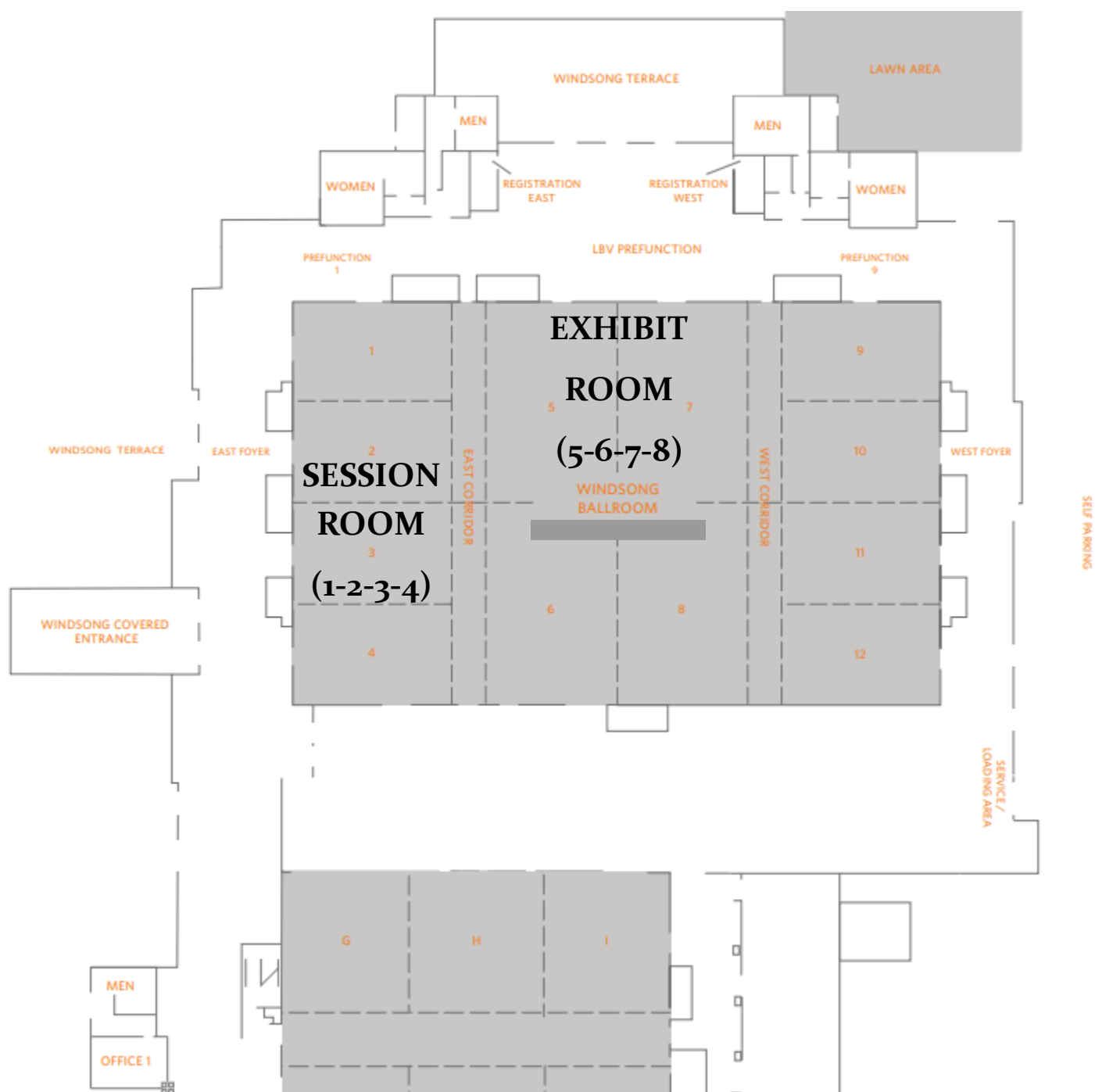
## EXHIBIT FLOOR PLAN DRAFT

SUBJECT TO CHANGE DEPENDENT ON SALES OF BOOTHS BUT ALL EXPECTED TO SELL OUT THIS YEAR.  
REGISTER EARLY.

**PREMIUM Special—ONLY Two Available—Premium spaces** include the entire corner area outlined in yellow, includes extra seating and a coffee table. The tabletop exhibit area is included as shown. Premiums are not a sponsorship item and is addition to any sponsorship donation and is not included in the Platinum or Gold Special. **You may decorate/bring an easel to use near the corner with your company name, or a separate company display, and use this during the in between times for your specific appointment meetings.**



***Access is easy to the Windsong Ballroom, just head towards the event space, opposite of the lobby front desks and go down the escalator. Then keep going straight to the Windsong Ballroom. All sessions take place directly next to the Exhibit Room!***



## PACKAGING INFORMATION FROM THE HYATT REGENCY GRAND CYPRESS



Welcome to the Grand Cypress. Our Event Services team is prepared to assist in the delivery of your packages. In order to assist in this process, please help with the following:

- Call hotel operator @ 407-239-1234 to verify that your packages have arrived.
- Remain at booth to receive/sign for package.
- Handling fees can be charged to your room or please provide a credit card.

\*As a friendly reminder, it is important to remain at your booth for this process. It is hotel policy we cannot deliver packages to unattended booths.



# PROGRAM DRAFT

**FINAL TBD WITH COMPLETE SESSION/SPEAKERS SOON  
(BEGIN AND END TIMES/DATES WILL REMAIN THE SAME)**

## **Wednesday June 17, 2020**

### **SECONDARY CONFERENCE BEGINS**

10 AM—Exhibitor Registration and Set Up  
10 AM—6 PM—Registration Open  
9 AM—1 PM—NETWORKING APPOINTMENT TIMES  
1—2 PM—Secondary Session  
2—2:30 PM—NETWORKING APPOINTMENT TIMES  
2:30—3:30—Secondary Session  
3:30—4 PM—NETWORKING APPOINTMENT TIMES  
4—5:30 PM—Secondary Session  
5:30—6:30 PM—Opening Reception with Exhibits-Windsong 5-8

## **Thursday June 18, 2020**

### **SECONDARY CONFERENCE**

7 AM—6 PM—Registration Open  
7:30—9 AM—Breakfast with Exhibitors  
8—9 AM—NETWORKING APPOINTMENT TIMES and Exhibits  
9—10 AM—Secondary Session  
10—10:30 AM— NETWORKING APPOINTMENT TIMES and Exhibits  
10:30—11:30 AM—Secondary Session  
11:30 AM—1 PM—LUNCH WITH EXHIBITORS

### **CROSSOVER SESSIONS RELEVANT TO BOTH SEDONDARY AND CONVENTION AUDIENCE**

1—2 PM—A SPECIAL EXTRAORDINARY CONVERSATION SESSION  
2—3 PM—Economic Update  
3—3:30—PM NETWORKING APPOINTMENT TIMES and Exhibits  
3:30—4:30—PM Agency Updates

### **ANNUAL CONVENTION PROGRAMS BEGIN**

4:30—5:30—PM Annual Business Meeting - No speaker-just association business/elections  
5:30—7 PM—Reception with Exhibits

## **Friday June 19, 2020**

### **ANNUAL CONVENTION PROGRAMS**

7:30—9 AM—Breakfast with Exhibitors (Exhibits close after the morning break  
8—9 AM—Incoming Local Chapter Presidents Breakfast Meet and Greet with Orientation  
7:30—9 AM—CMB Breakfast  
9—10 AM—Convention Session  
10—11 AM—Convention Session  
11—11:30 AM—Refreshment Break with Exhibitors (Closing after this break. Items to be removed by 6PM)  
11:30 AM—12:30 PM—Convention Session  
12:30—2 PM—Installation Luncheon and Brown L Whatley Award Presentation— NEW MPAC Drawings take place  
2:15—3:45 PM—Final Convention Session  
NEW! 4—5:30 PM—Incoming 2020-2021 BOD Meeting (NO Early AM meeting on Saturday)