# **2020 IIABSC Spring Conference**

# **EXHIBITOR GUIDE**



Independent Insurance Agents & Brokers of South Carolina

### **EXHIBITOR FACT SHEET**

#### **2020 Spring Conference**

**Conference Dates:** March 4-5, 2020

Conference Location: Columbia Metropolitan Convention Center, 1101 Lincoln St. Columbia, SC

Target Attendance: Total: 350-400 Agents: 150-175

\*Exhibit Hall Location: Exhibits will be located in Columbia Ballrooms A-B

Exhibit Hours: Wednesday, March 4

Exhibitor Set-up:8:30 am - 10:30 amExhibit Hall Open11:00 am - 6:00 pmBreak in Exhibit Hall11:00 am - 1:00 pm

**Lunch with Exhibitors** served 11:00 am −12:30 pm

**Break in Exhibit Hall:** 2:45 pm- 3:30 pm. **Exhibitor Appreciation Reception**- 4:45 pm- 6:00 pm

\*Exhibitor Breakdown— 6:00 pm

Exhibit Hall Diagram: View EXHIBIT HALL MAP on the website for most recent updates.

**Exhibit Hall Drawings:** Agent Passport Drawing: Agents must visit each Palmetto Partner exhibitor and have them

initial their "Agent Passport Drawing" form to be eligible for the \$500 cash prize drawing, which

will be held Wednesday evening.

Exhibitor Booth Drawings/Forms: Exhibitors holding booth drawings will need to complete

a PRIZE FORM (provided onsite) and post to the large corkboard just outside of the

exhibit hall by 5:00pm Wednesday.

Directions to Load/Unload: Exhibitors who are bringing their own exhibit booth set-up can park in temporary parking (15 minutes maximum) during load-in/load-out in the turn-around area on the upper level near The Café, between the CMCC and the Hampton Inn, north of the facility. Traffic in this area is single lane and one-way. An additional loading zone is located in the turn-out lane of Lincoln Street, east of the facility. DO NOT leave vehicles unattended in loading zone. Place load-in items from your vehicle inside the building, not blocking the entrance and promptly move your vehicle into the CMCC parking lot adjacent to the facility or into the Park Street Garage located directly across the street. Please follow the same procedure upon load-out, making sure exhibit space is packed and load-out items are near the door before retrieving your vehicle. Unattended vehicles parked on a curb, in main driving lane, fire lane, in a reserved parking space or in a loading zone will be towed.

**Upon Arrival:** ALL PRE-REGISTERED EXHIBITORS: name badges, programs, and event materials will be at your booth. There is no need to check-in at the registration desk unless assistance is needed.

- Any additional materials needed (extra handouts, lanyards, ribbons, etc. ) can be found at the Information Table in the lobby.
- Any <u>UN-registered</u> additional exhibitors will need to locate the ONSITE registration desk to complete a registration form in order to receive a name badge and event materials.

#### **Exhibitor Registration Fee Includes:**

- -Exhibit booth display area with pipe & drape, two chairs and one 6' or 8' skirted table
- -Complimentary food & beverages in exhibit hall/Entry to all CE Sessions
- -Listing on conference signage, materials and the IIABSC website
- -Mailing list of attendees available on the IIABSC website TWO weeks prior to convention

\*Additional Charges: Electrical and Shipping are <u>not included</u>. See below for order information.

ELECTRICITY: Exhibitors must make arrangements for booth electricity in advance directly with the

Columbia Metropolitan Convention Center (forms included in this packet).

SHIPPING: Booth materials MUST be shipped through PRX Exposition Services (formerly known

as Displays Unlimited). PRX will contact all registered exhibitors with order information for shipping and ancillaries. The Columbia Metropolitan Convention Center and hotel will

NOT accept any deliveries shipped directly to them.

# **EXHIBITOR RULES & REGULATIONS**

### **2020 Spring Conference**

- Payment Policy: Payment is due in FULL at the time your exhibitor registration is submitted, unless paying by check. All checks must be received by IIABSC within 2 weeks of submitting your registration in order to hold your space. Any checks or payments not received within 3 weeks prior to the event will incur a late charge and your booth is subject to being released. No exhibitor will be allowed to set up a display booth unless paid in full.
- Cancellation Policy: For cancellations received within 30 days of the event, 50% of the total registration fee is refundable. There will be no refunds for cancellations received within 10 days of the event.
- All booths should be fully set up at least 30 minutes before the opening of the exhibit hall. Do not remove or disassemble display materials prior to the official breakdown time.
- BOOTH BREAKDOWN GUIDELINES: Booths must be broken down no sooner than 6:00pm on March 4, 2020. Exhibit booth Breakdown outside of specified breakdown times is strictly prohibited. Those in violation of this regulation will incur a penalty fine of \$750 & will not be permitted to return to exhibit at future events until the fine has been paid in full. Requests for early breakdown will incur a \$500 fee & must be approved by an IIABSC Event Director in advance. This option may not be permitted. We expect exhibitors to have at least one Rep at booth during exhibit hall hours. IIABSC assumes all exhibitors agree to these terms unless special requests or permission is indicated in writing prior to event.
- All display items should be firmly supported or securely fastened.
- Exhibitors are expected to be respectful and observe the rights of all other exhibitors. Excessively noisy or visually distractive displays will be adjusted to acceptable levels by show management. Displays must not block the walkway or prevent easy access to other exhibitors.
- Exhibitors are responsible for choosing their own booth location preferences and booths are assigned on a first come first reserve basis, based on availability. Please note that it is a possibility that other and/or adjacent exhibitors may offer competing products.
- Priority selection of exhibit booths and sponsorships is given to our annual Palmetto Partner Sponsors who's booths will be highlighted with red pipe and drape. To learn more about becoming a Palmetto Partner, visit our website.
- **Please note:** The exhibit hall diagram is a close representation of the exhibit hall but is not drawn <u>exactly</u> to scale. IIABSC reserves the right to make any logistical changes necessary or as required by the hotel or fire marshal.
- Security: The exhibit hall will not require security lock down since this is a single day trade show. However, we encourage all exhibitors to keep close watch over any personal items at your booth. *Please note:* Any exhibit tables in the foyer are outside of the exhibit hall and visible to other hotel guests. All Exhibitors are encouraged to remove any items that are of value when not at your booth. The exhibit area is off-limits to non-conference attendees; however, IIABSC will not be held responsible for any lost or stolen items.
- Exhibitors are **NOT** permitted to make any announcements from the main stage microphone. Microphones in the Exhibit Hall are for the use of IIABSC and designated event staff/committee only.
- Exhibitors are encouraged to bring giveaways/promotional items and are permitted to hold prize drawings at their booth. Exhibitors must post prize winners on the board in the BACK of the exhibit hall. Booth drawings are separate from any IIABSC drawings or prize giveaways. Exhibitors are responsible for their own drawings and for contacting the winners to collect their prize at the event.
- \*\*Any information provided in this guide may be amended solely by IIABSC with due consideration being given to all conference attendees.



# Exhibitor Information

Driving Directions
Exhibitor Policies
Load-In/Load-Out Information
CMCC Floor Plan
Exhibitor Orders

Drayage & Shipments
Internet Information
Exhibitor Sample Form
Useful Onsite Information
Exhibitor Sustainable Practices

The staff of The Columbia Metropolitan Convention Center looks forward to working with you! Please contact <a href="mailto:Events@ExperienceColumbiaSC.com">Events@ExperienceColumbiaSC.com</a> with questions.





# <u>Driving Directions to</u> <u>The Columbia Metropolitan Convention Center</u>

1101 Lincoln Street, Columbia, SC 29201 | Phone 803-545-0001 or 800-264-4884

<u>From Greenville</u>, take I–26 East to Columbia, then I–126 to Huger Street. Go 0.8 miles and turn left at the 4<sup>th</sup> traffic light onto Gervais Street. Go 0.3 miles to the second traffic light where you will turn right onto Lincoln Street. The CMCC is one block down on the right.

<u>From Florence</u>, take I–20 West to Exit 73A to merge onto S Carolina 277 S toward Columbia. Continue for 6.6 miles onto Bull Street. Continue for 0.9 miles and turn right onto Gervais street, go 0.6 miles then turn left onto Lincoln Street. The CMCC will be one block down on the right.

<u>From Charleston</u>, take I–26 West to Columbia. Take exit 115 to merge onto US–176 N/US–21N/US–321N toward Cayce. Continue 6 miles and turn left onto Huger Street. Continue for 0.6 miles and turn right on Gervais Street. Continue for 0.4 miles and turn right onto Lincoln Street. The CMCC will be one block down on the right.

From Charlotte, take I–77 South to Columbia. Take exit 18 to merge onto S Carolina 277 S toward Augusta/1–20W/Columbia. Continue for 8.1 miles onto Bull Street. Continue 0.9 miles turn right onto Gervais Street. Go 0.6 miles and then turn left on Lincoln Street. The CMCC will be one block down on the right.

From Atlanta, take I-20 East to Columbia. Take Exit 64A toward 1-26E/Columbia. Continue for 0.5 miles and merge onto 1-26 East. Take exit toward Huger Street. Continue for 0.2 miles and merge onto US-176E/US-21 S/ US-321 S. Continue for 0.8 miles and turn left onto Gervais Street. Continue for 0.4 miles and Turn right onto Lincoln Street. The CMCC will be one block down on the right.

From the Columbia Metropolitan Airport, head south onto Airport Blvd for 0.9 miles then turn right onto John N. Hardee Expressway. Turn left onto SC-302/Airport Blvd. Continue for 2.3 miles and turn slightly left onto US-176 W/US-321 N (Charleston Hwy). Continue for 2.6 miles and then turn left on Huger Street. Continue on Huger Street for 0.6 miles and then turn right onto Gervais Street. Continue for 0.4 miles and turn right onto Lincoln Street. The CMCC will be one block down on the right.





#### **Exhibitor Policies**

These rules and regulations apply to Show Management, Service Contractors and Exhibitors and will be enforced during exhibitor shows. Should you have any questions please notify the CMCC Event Manager at 803-545-0001.

#### Food and Beverage

Food and Beverage rules conform to a contract between The Columbia Metropolitan Convention Center and the Convention Center's exclusive food and beverage contractor, Spectra Food Services and Hospitality, Inc. Both security and show management are charged with monitoring activities during each event and enforcing compliance with these rules. Your cooperation is very much appreciated.

- Outside Food and Beverage The CMCC prohibits the order and delivery of outside food and beverage products from being brought into the building. Special exhibitor meals can be ordered in advance from the Convention Center Food Service provided that advance arrangements are made with the Show Manager.
- Distribution of Food or Beverage Products Exhibitors may not sell or give away food or beverage products in any form unless written authorization is granted by the VP/General Manager.
- Alcoholic Beverages ALL ALCOHOLIC BEVERAGES MUST BE PURCHASED FROM SPECTRA. Any alcoholic beverages brought into the facility will be confiscated.
- Inspection Any bulk storage container is subject to inspection by CMCC security, and the introduction of any restricted food or beverage products is prohibited.
- Restricted Diets Food service will accommodate restricted diets with advanced notice.
- Utilizing Break Areas Exhibit managers are encouraged to allow suitable space for break areas
  within the space rented for the show. When an exhibitor's break area is provided, exhibitors are
  encouraged to take meal breaks in this designated area.

#### **Display Vehicles**

Any motor vehicle on display at the Convention Center must comply with the following Columbia Fire Department requirements:

- ¼ tank of fuel or less (not to exceed five gallons)
- Neck of fuel tank sealed or locked
- No additional fuel stored in or on the vehicle
- Both battery terminals disconnected and taped
- Vehicles displayed inside CMCC require plastic film under vehicle. Any damage to CMCC property will be charged accordingly to contract holder.

#### Exit Signs

Please do not block any exit signs or doors marked with an overhead exit sign.

#### Animals

Animals are prohibited unless they are part of an attraction or aid disabled persons. Proper sanitary safeguards must be taken. Arrangements must be made with the Show Manager prior to your event.

#### **Carpet Tape**

The exhibit manager's service contractors are responsible for the removal of all tape residue marks on the exhibit floor. The CMCC requires the use of quality carpet tape. Removal/damage costs incurred from the use of inferior tape will be charged to the event by CMCC.





#### **Exhibitor Policies continued...**

#### **Decorating and Signs**

Please do not attach any items (decorations, signs, banners, etc.), by any means, to walls, columns, or other surfaces without approval of the Event Manager. The use of scotch tape or decals on walls, floors, partitions, doors, windows, or furniture is strictly prohibited. The use of nails, tacks, brads, pins, or other driven fasteners is also prohibited. The distribution of stickers is prohibited.

#### Freight Deliveries

The CMCC does not accept or store advance deliveries of freight for events. Please contact the Show Manager for all shipping and receiving services.

#### Hazards

Report any spills or hazards to the Show Manager or facility personnel as soon as possible.

#### **Helium Balloon Policy**

The CMCC prohibits the use of helium filled balloons in any areas of the facility. Removing Balloons from ceilings may require the use of Center lift equipment, which will incur a \$250 balloon removal fee.

#### **Janitorial Services**

Meeting rooms, restrooms, common areas are cleaned daily at no charge. Cleaning of exhibit floor and booth spaces during the show is the responsibility of Show Management, or the exhibit/decorating service contractor. Clean-up of spaces at the end of an event is the responsibility of the Show Management and/or the exhibit/decorating service contractor.

#### **Loading Dock**

Please limit your time in the Loading Docks when others are waiting. Move vehicles to parking areas when unloading is completed. (See load-in/out instructions)

#### **No Smoking Policy**

The Convention Center is a smoke free facility.

#### **Outside Solicitors**

Unauthorized pickets or solicitors are strictly prohibited on Convention Center property.





#### Load-In / Load-Out Information

#### FACILITY LOAD-IN / LOAD-OUT RULES

Please load-in all items from your car, place all items just inside the building, and immediately move your vehicle to the CMCC parking lot adjacent to the facility or into the Park Street Garage located directly across the street from the CMCC. DO NOT move items into your booth until your vehicle has been moved to a parking space. When you are ready to load-out, please make sure your entire exhibit space is packed and move your items to the door before retrieving your car. Your car can be parked for a limited time ONLY in the designated areas below to load-in/out items.

#### LOWER LEVEL PRE-FUNCTION AREA

#### \*\*If you Load-in/out at the MAIN Entry/Exit Doors on the Lower Level:

When Loading or Unloading, please park your car in a parking spot in the CMCC parking lot adjacent to the facility or into the Park Street Garage located directly across the street from the CMCC. If you need to move your car closer to the building to load-in/out, please wait for a parking spot.

#### **EXHIBIT HALL**

#### \*\*If you use the Ramp or Loading Dock off the back of the Exhibit Hall:

#### \*\*DIRECTIONS from the Convention Center to the Loading Dock/Ramp Area:

Trucks may not be able to make this turn into the parking lot therefore, head South on Lincoln Street (Pass Colonial Life Arena), Turn Right onto Greene Street, Turn Right onto Gadsden Street. This will take you behind the Colonial Life Arena to a ramp that goes up to the area behind the CMCC.

#### \*\*If you Load-in/Load-out at the Side Door Entrance leading directly into Exhibit Hall from parking lot:

When Loading or Unloading, please park your car in a parking spot in the CMCC Parking lot adjacent to the facility or into the Park Street Garage located directly across the street from the CMCC. If you need to move your car closer to the building to load-in/out, please wait for a parking spot. Load your items in/out via the Exhibit Hall side door beside parking lot.

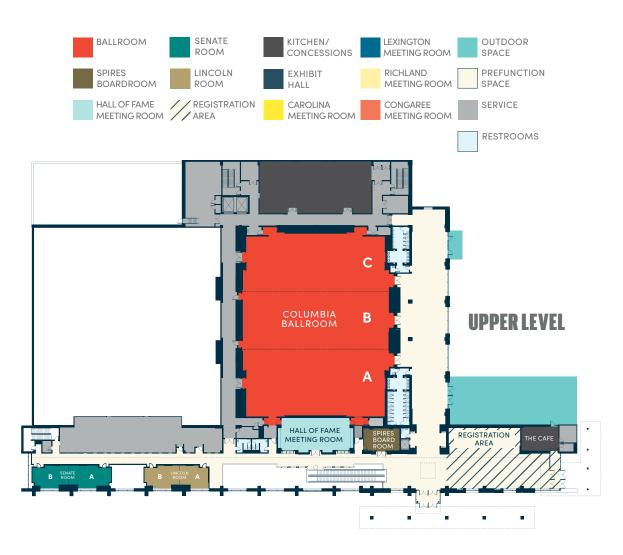
#### BALLROOM/UPPER LEVEL AREAS

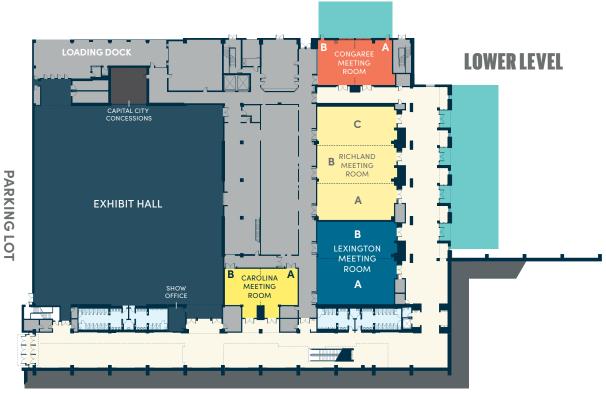
#### \*\*If you Load-in/out at the Turn-Around Area on the Upper Level near the Visitor Center:

You may park for a limited time to load-in/load-out in the turn-around area, which is located North of the building (between the CMCC facility and the Hampton Inn). Traffic in this area is single lane and one-way. You may also use the turnout onto Lincoln Street which is directly in front of the East entrance to the building.

You will be towed if you park on a curb, in a main driving lane or fire lane, in a parking spot marked with a white reserved sign, anywhere behind the facility, or if you're parked in a loading zone longer than load-in/out time.









# **EXHIBITOR ORDERS**

Thank you for joining us at the Columbia Metropolitan Convention Center.

We're here to help produce the best environment possible for you and your organization. Order what you need online through the link to the payment portal.

https://www.columbiaconventioncenter.com/exhibitors/ order-power-utilities

Have a question about your experience at the CMCC?

Email Events@ExperienceColumbiaSC.com or visit https://www.columbiaconventioncenter.com/exhibitors





# **CMCC DRAYAGE**

All Shipments for Tradeshows are to go through decorator/drayage company and if drayage is required a decorator or off-site service must be coordinated.

For other types of events, CMCC allows shipments to arrive ONLY (1-2) business days in advance of event day if storage space is available. The rates below will apply. Please notify your Event manager in advance when shipments are to arrive at the CMCC.

To Process Drayage Payments, visit <a href="https://www.columbiaconventioncenter.com/exhibitors/">https://www.columbiaconventioncenter.com/exhibitors/</a> <a href="mailto:order-power-utilities">order-power-utilities</a>

Receipt of Shipped Boxes-\$10/box Receipt of Pallets-\$90/pallet - up to 100Lbs \*\*Cost includes storage and labor to move.

## **Shipping Address:**

Columbia Metropolitan Convention Center ATTN: YOUR NAME and/or CONTRACTED EVENT NAME & DATE 1101 Lincoln Street Columbia, SC 29201

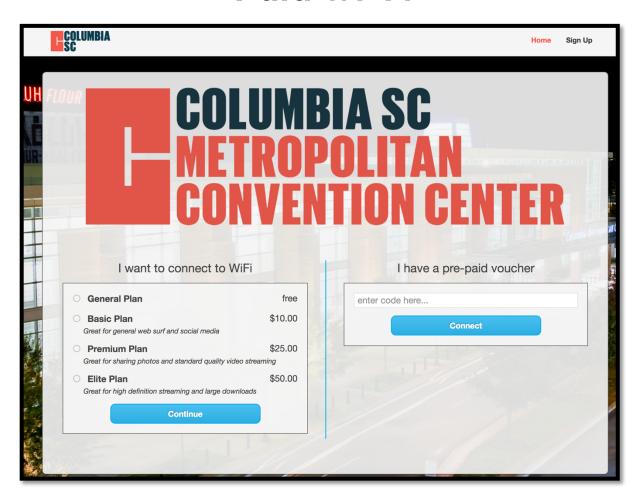
Any materials left at CMCC after event conclusion will be subject to disposal.

Exhibitors will need to coordinate their own shipment pick up. Packed/labeled outgoing shipments can be brought to the upper level receptionist desk for pick up.





# Connect to CMCC Guest for Free & Paid Wi-Fi



Choose your option (General, Basic, Premium or Elite) and get connected!

Not getting the options to pop up? Type gateway01.cmcchotspot.com in your browser window.

If you have any questions, please contact the CMCC Events Department by checking in at your registration table onsite!





#### **EXHIBITOR SAMPLE FORM**

The Columbia Metropolitan Convention Center has granted exclusive food service rights to their concessionaire, Spectra Food Services. All food and beverage served in the Columbia Convention Center must be provided through Spectra Food Services.

For exhibitors who wish to distribute a food or beverage product that is manufactured and distributed in the normal course of the exhibitor's business, may <u>request</u> to do so per the following restrictions.

- Liquid samples may not exceed two (2) ounces
- > Dry weight samples may not exceed two (2) ounces
- > Sample distribution must be limited to the exhibitor's booth area only
  - It is unlawful to distribute alcoholic beverages of any kind
- > POPCORN IS NOT allowed unless purchased through Spectra Food Services
  - > Sampling is available for public exhibit shows only. It is not to be a substitute for a catered order.

Event Name:		
	State:	
Fax Number:	d:	
Description of Sample	e Items to be distributed:	
Approved By:		

General Manager, Spectra Food Services

This form must be returned 2 weeks prior to the scheduled event via fax to (803) 545–0125. If you have any questions or need any additional information, please contact Spectra Food Services sales staff at (803) 545–0029. Their professional sales staff will be happy to assist you. There is a large variety of food and beverage catering options available to your company during the convention/tradeshow.





# **Useful Onsite Information**

The staff of the Columbia Metropolitan Convention Center (CMCC) welcomes you. We are happy you are here and hope your event is a success for you and your organization. To help you while you are onsite, below are the answers to the most frequently asked questions and a few facility policies we ask you to observe.

#### COPYING, COMPUTER PRINTING & FAXING

If you will need copy/faxing services while onsite, please see the CMCC Receptionist desk on the Upper Level. Copies will be \$0.25 per copy for black and white and \$0.50 per copy for color. For large numbers of copies or multiple faxes, the closest commercial availability is FedEx-Kinkos at 1111 Green Street -- two blocks South and two and one-half blocks East.

#### FLATBED AND HAND CARTS

CMCC has a limited number of carts that are available to Exhibitors on a first-come, first-served basis. Ask the CMCC Security Department about checking carts out when you arrive onsite. You will be required to check the cart out with a valid drivers license. (Bringing your own is strongly recommended.)

#### WIRELESS INTERNET

Free Wireless Internet is available in all public areas and meeting rooms inside CMCC. To log on, select the "CMCC Guest" network from the Wi-Fi options on your personal device. A browser window should appear for you to select a Wi-Fi plan. Choose your option (general, basic, premium, or elite) and get connected!

#### **SECURITY OF YOUR MATERIALS**

CMCC is diligent in our efforts to provide security. However, we cannot guarantee the security of your materials, equipment or personal belongings left unattended in public areas or meeting rooms and will not be held responsible for them. If something goes missing, contact Event Management or call the CMCC Lost-and-Found in the Security Office at 803–545–0040. If you wish to file an insurance claim, contact your Event Management and/or the City of Columbia Police Department at 803–252–2911.

#### PICKING UP SHIPMENTS AT CMCC

Smaller shipments, such as printed materials and containerized displays, are generally delivered by carriers such as FedEx, UPS, USPS, DHL, etc. to the CMCC Receptionist's Desk located on the Upper Level. Large containers delivered by common carriers may be on our loading dock or in storage areas. Please ask your Event Manager or the CMCC Receptionist to locate your shipment. It is always a good idea to have your tracking number with you.





#### **Useful Onsite Information Continued...**

#### SHIPPING AFTER YOUR EVENT

For small shipments, pack and label your materials and deliver them to the CMCC Receptionist's Desk on the Upper Level. YOU must schedule a pick-up by your carrier. If you have large containers or equipment to ship and your Show Manager or Decorator is not handling drayage, contact the CMCC Events Department. YOU will have to prepare your Bills of Lading and contact your carrier. CMCC will not be held responsible for materials left behind.

#### PROHIBITED ITEMS

- 1) FOOD & BEVERAGE from any outside source may NOT be brought onto CMCC premises. All food and beverage must be purchased in advance from Spectra or at concessions facilities authorized by Spectra within the building. Food or beverage, other than candy or mints, may not be given out at your booth without authorization from Spectra. NO ONE, except Spectra, is permitted to serve, sell or otherwise dispense, alcoholic beverages on CMCC property.
- 2) HELIUM-FILLED BALLOONS can escape and foul the sprinkler and fire retarding systems. They are a safety hazard and are not allowed. If a balloon escapes, you may be subject to a retrieval charge up to \$250.00.
- 3) SIGNAGE may not be affixed to CMCC walls or other surfaces. Posting materials on walls and windows looks unprofessional and the adhesive or mounting devises can mar painted or stained surfaces and leave residue on glass and metal. The CMCC Events Department will be happy to help with signage and have banners hung for you.
- 4) SERVICE CORRIDORS are off limits. For your OWN SAFETY, as well as insurance and security reasons, please do not use the service halls or CMCC equipment storage areas.

#### **RETAIL SALES TAX INFORMATION (SCDOR 2013)**

On all retail purchases of tangible personal property there is a 6% sales tax and a 1% local option tax due. In addition, a South Carolina Retail Sales and Use Tax License are required for vendors making retail sales at events that do not have an admissions fee or charge to enter. On events that do have an admissions charge, under our code section 12-36-510 ( C ), the event is considered a "Special Event" and the tax must be paid on the sales, but a retail license is not required for the event.

We thank you again and hope you have an enjoyable and successful event. Let us know what we can do to help. For additional questions or onsite power orders, please contact your Show Manager.

-The Staff of the Columbia Metropolitan Convention Center-



# Columbia Metropolitan Convention Center

1101 Lincoln Street Columbia, SC 29201



The Columbia Metropolitan Convention Center strives to host sustainable events benefiting our community and planet now and into the future. We invite you to join us in our efforts by utilizing the following sustainable tips:

## Before Your Event & During Set-Up



- Use local vendors to reduce shipping and transportation impact
- Consolidate shipments onsite to minimize trash removal costs
- Make use of CMCC's cardboard compactor; flatten cardboard boxes for recycling purposes
- Avoid using Styrofoam packing peanuts (these are not recyclable)

# **During Your Event**



- Power down all displays, monitors, and booth lighting each night after set up and show hours
- Any equipment that cannot be shut down should be put into sleep-mode during non-expo hours
- Use public transit when traveling to and from the convention center
- Properly dispose of all waste and utilize all available recycling opportunities throughout the show
- Walk from the convention center to lunch, dinner, hotels, etc....

DID YOU KNOW? The Vista is within walking distance from the CMCC and features more than 60 restaurants, bars, art galleries and specialty shops!

# After Your Event & During Move-Out



- Reuse, refurbish, or extend the life of your current exhibit
- Recycle unused show literature or paper brochures in the CMCC recycling bins
- If you are unable to use any items after the event, consider donating these items locally





