

2024 IIABSC Spring Conference

EXHIBITOR GUIDE



INDEPENDENT INSURANCE AGENTS & BROKERS OF
SOUTH CAROLINA

EXHIBITOR FACT SHEET

2024 Spring Conference

Conference Dates: May 20-21, 2024
Conference Location: Columbia Metropolitan Convention Center, 1101 Lincoln St. Columbia, SC
Target Attendance: **Total:** 350 **Agents:** 150-175
***Exhibit Hall Location:** Exhibits will be located in Columbia Ballrooms A-B

Exhibit Hours: Wednesday, March 20
Exhibitor Set-up: 8:30 am—10:30 am
Exhibit Hall Open 11:00 am—5:30 pm
Break in Exhibit Hall 11:00 am—12:30 pm
Lunch with Exhibitors served 11:00 am —12:30 pm
Break in Exhibit Hall: 2:15 pm– 2:45 pm.
Exhibitor Appreciation Reception– 4:00 pm– 5:30 pm
*Exhibitor Breakdown– 5:30 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 turnout 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 UN-registered additional exhibitors will not be allowed to enter the exhibit hall.

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 not included. See below for order information.

ELECTRICITY:

Exhibitors must make arrangements for booth electricity in advance directly with the Columbia Metropolitan Convention Center (linked online).

SHIPPING:

Booth materials MUST be shipped through PRX Exposition Services. 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.

Independent Insurance Agents and Brokers of South Carolina
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EXHIBITOR RULES & REGULATIONS

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- **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. If you can no longer meet the COVID guidelines, please notify IIABSC at your earliest convenience. Any approved refunds in full, regardless of reason, will be subject to a \$30 processing fee. No refunds will be processed for "no shows". Any other requests for cancellation beyond these guidelines will be assessed by IIABSC and a refund will be granted on a case-by-case basis while following the policy specified below.
- 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 5:30 pm on March 20, 2024. **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 distracting 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.
- **Please note:** The exhibit hall diagram is a close representation of the exhibit hall but is not drawn exactly 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.**