



Thursday, March 26th

Valley Forge Convention & Casino Resort

1160 1st Ave, King of Prussia, PA 19406

Exhibitor Guide

EXHIBITOR GUIDE

Thank you for exhibiting in the 2020 PAA Trade Show & Education Conference!

We appreciate your participation in the area's largest industry show in the northeast. We are looking forward to this event and recognize the important role our exhibitors play in ensuring a successful event. Please use this guide to prepare yourself for the show, paying special attention to deadlines for sponsorships, advertising and ordering services for your booth. Should you have any questions or concerns, please contact Valerie directly, vcrapeau@paahq.com or by telephone (484) 270-4945.

Creativity drives attendees to your booth! This years theme is...

Pennsylvania Americana!

Set up/Breakdown Hours:

Set Up:	Wednesday 3/25/20	12 noon to 6pm
Breakdown:	Thursday 3/26/20	4:00pm to 7pm

Join us on Wednesday, March 25th for the PAA Launch happy hour party (night before the show) for the unification of the Pennsylvania Apartment Association! Happy Hour party is 6-8pm. Located in the Valley Forge Convention & Casino Event Center called *The Venue!* Pre-Register for the unification happy hour party on the PAA website.

Contact Information: Show Management & On site contact during show:
Valerie Crapeau - PAA
484-270-4945 / vcrapeau@paahq.com

IMPORTANT REMINDERS AND HELPFUL GUIDE

How to access your booth after initial online registration/booth selection

Every exhibitor who registered for a booth, will receive an email invitation. The email invitation is automated from our registration called 'Map Dynamic'. This email invitation will have a link to access your specific booth on the backend. The email will go directly to the person who is your '*administrator*' for your booth. Double check your spam box if for some reason your server filter is considering the email to be 'junk'. Contact Valerie [vcrapeau@paahq.com] if you don't receive the email.

The show does have an APP for attendees. All information that you enter for your booth helps attracts attendees to your booth and company website. To download the APP you can go to the APP store on your phone and search for PAA App.

Use your booth link for:

- The capability to add information about your company
 - Add your company logo - please use a JPEG or PNG formatted picture
 - Add information about your company - you have the capability to write a blurb about your company
 - Add a video
 - Ability to add public contact email and phone number
- By using your link to access your booth, you may also add booth personnel. Each booth comes with (2) attendees. If you would like to have more than two people, you may also add their names. Each additional person is \$27 per person. A maximum of [10] attendees per company.

Parking: Let's leave room for the attendees! The Casino also provides Free Valet. We strongly recommend that our exhibitors carpool.

Keep your Doors open for business! Please do not shut down before the show is over. Many attendees arrive late in the afternoon and walk the show floor until 4pm. Many apartment owners also come towards the end of the show. If for some reason you close your booth early, you will not be able to register for our 2020 show until all PAA members have registered. No booth breakdown items may come through the registration area before 4pm. This includes dollies and carts to transport your booth items. We appreciate your cooperation.



IMPORTANT DEADLINES

- Feb 1st All exhibitors must have booth paid no later than 2/1/2020. Members receiving PAA discounted Booth rate must ensure that their PAA dues are Paid.
- Feb 14th Exhibitor listing deadline for Program Book
All exhibitors will be listed in a hand-out program book
- Feb 14th Sponsorship deadline
All sponsors will be highlighted in program
- February 28th Lead Retrieval Scanner orders due
- March 3 Last day to reserve hotel under PAA room block
- March 3 Electric, Internet and Phone orders due
- March 12 Cutoff date for a discount & the Shipping Warehouse to receive items
- March 12 Cutoff date to pre-register your booth personnel. After the 12th all booth personnel not register must do so on site and pay with credit card \$27 to be permitted on the floor & to receive a badge.
- March 25 Shipments received after March 12th will have an additional fee
- March 25 Exhibitor Set-up: Noon-6:00pm
Exhibitor Badge Pick-up: 12noon—6pm
- March 26 Exhibitor: 7:00-8:00am (please be ready by 9:00am)
Badge Pick-up: 7:30-8:00am

Exhibitors will not be permitted to enter the show floor without a badge. Plan to pick-up your badge Wednesday before the show to avoid long lines or before 8:00am on the day of show.



Included with your Booth:

- Pipe and drape
- 10 x 10 space for all booths
- 1 skirted 6' table,
- 2 chairs, wastebasket
- sign with your company name & booth number.
- Visit General Exposition's website at www.generalexposition.com for any additional

materials (Instructions can be found in this packet) or call 610-495-8866 .

- PAA will be carpeting the entire show area.
- WiFi is included with booth package
- (2) attendees with booth package
- Additional attendees is \$27 per person.

As an exhibitor, lunch is served in our *exhibitor lounge which is located near booth #27*. Water coolers are also located throughout the trade show exhibitor hall.

Electricity or Internet: There are forms attached with information about electricity, internet and phones through the Valley Forge Casino. Any questions please call 610.768.3206. **DISCOUNT DEADLINE IS March 4th.**

Hotel: The Valley Forge Casino is offering a reduced rate for all Exhibitors. The reduced rate is \$124 for one night's stay. **DEADLINE IS MARCH 3rd.** Make sure your reservation online by copying this link into your web-browser to receive your exhibitor discount:

<https://reservations.travelclick.com/11984?groupID=2550285>

Or call the hotel directly and ensure that you mention PAA when making your reservation. 610.354.8118.

Booth Theme for Exhibitors: Since the theme of the show is '*Pennsylvania American*', we encourage you to decorate your booth to the theme. We will be giving out awards for the best decorated booth! Have fun with the theme!

Suit-casing: PAA has a no-tolerance policy regarding "suit-casing", which describes the practice of non-exhibiting companies or individuals soliciting sales on the Trade Show

Trade Show Services

Do you need items for your booth?

We have an online exhibitor service kit for the PAA Show. Should you need items for your booth, why not order and have it delivered directly to your booth? To access the online kit for the show you have two options:

1. <http://www.generalexposition.com/online-servicekit.php> - Type in PAA20 for the Password. If you have used GES (General Exposition Services) before, then you will be prompted to sign into your existing account. If you do not have an account, you will be asked to create a new account.
2. www.generalexposition.com - click on online services button located in the upper right hand corner of the web page. This will take you to the login page. This is so that you receive a 'discounted' rate. Your login page password is PAA20.

Hotel Accommodations

Connected to the Valley Forge Convention & Casino is the Valley Forge Radisson Hotel. The PAA does have a block of hotel rooms for a discounted rate for our trade show exhibitors. If you would like to receive the hotel discounted rate, you must register for your hotel room (s) by **Monday, March 3rd.**

Rates are as follows for hotel room:

Single (1-person)	\$124
Double (2 people)	\$124
Triple (3 people)	\$134



All guestroom rates are subject to the current state & local occupancy tax of 6% and 4% per room plus any additional taxes or fees that you occur when occupying the room.

Please copy and paste the hyperlink below in your web browser to receive discounted hotel room rates.

General Exposition Services

THE TRADE SHOW SERVICE CONTRACTORS

Dear **Pennsylvania Apartment Association** Exhibitor:

Welcome to the online exhibitor service kit for the upcoming **Pennsylvania Apartment Association** being held at the **Valley Forge Casino Resort on Thursday, March 26, 2020**.

This letter contains instructions on how to access the Online Exhibitor Kit. You may print it out for easier step by step viewing.

Online Exhibit Kit Instructions:

To access our ONLINE kit for the **Pennsylvania Apartment Association** you have 2 options.

DIRECT LINK

[General Exposition Services Online Service Kit](#) (click to follow link)

MANUAL ENTRY

Please click the following link or copy and paste the link into your browser's window -
www.generalexposition.com

Next, click on the Online Services button located in the upper right hand corner of the Web page. This will take you to the log in page.

AT THE LOG IN PAGE - Enter the password: **PAA20**

At the Sign In page, you will be prompted to sign in with an existing exhibitor account, or if you do not have an account setup, you will be prompted to setup a new account.

Now that you are signed in with the show, you can read through the important show information. Scroll down to the bottom of the screen to see the links for which services you wish to order, including carpet, furnishings, labor, etc.

For photos of the items, as well as any additional custom forms you may need, please click on the appropriate links listed under "References".

As you place orders for your items, all furnishings and services will be placed in your shopping cart, and you will be prompted for payment information upon checkout.

We look forward to being of service to you. If you have any questions, please give us a call at 610-495-8866, mention the upcoming **Pennsylvania Apartment Association**, and one of our Customer Service Reps will be happy to assist you.

Booth Delivery and Set-up

Wednesday, March 25th - 12noon to 6pm - Valley Forge Convention & Casino.
Please refer to the next page if shipping your booth items. If delivering your items please refer to the below map. All items being delivered must use the 'tunnel' entrance located in the rear of the convention building. There is only one way in and out for deliveries. Please make sure your drivers for your truck delivery understand where to go.



Valley Forge Convention
Center Casino Resort

Want to Ship your items or display for your booth?

Where to ship:

Advance Warehouse Shipping Address:

Name of Exhibiting Company

Your Booth Number

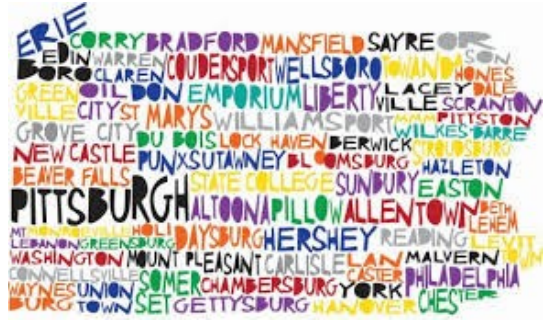
Pennsylvania Apartment Association

General Exposition Services

205 Windsor Rd

Limerick Business Center

Pottstown, PA 19464



Advance Warehouse Discount Deadline: Wednesday, March 12, 2020

Last Date to Arrive at Warehouse Address: Monday, March 23, 2020

Warehouse receiving hours: Monday - Friday 8:30- 11:45AM and 12:30PM- 4:30 PM

It is recommended that exhibitors ship directly to the warehouse & not Valley Forge Casino.

Exhibitor Registrations

All exhibitors attending the trade show must be registered and paid prior to the show to receive a badge. Pre-registration is available until March 18th. All registrations after the 18th will be done on-site and you will need a credit card.

- Onsite registration will be available on Wednesday, March 25th from 12-6 pm and Thursday, March 26th from 7:00-8:00am. and 10:30am -4:00pm. Credit card payment is required for onsite registration.
- Exhibitors will not be permitted to enter the show floor without a badge. Plan to pick-up Wednesday March 25th on-site.

Breaking Down

- The show floor is open to the public until 4pm. Many owners often come through the showroom floor towards the end of the show. **DO NOT** break your booth down before 4pm. The back gates will reopen at 4pm so that you may remove your trade show booth items from the trade show floor & out to the loading dock area.
- You are NOT permitted to use dolly's through the lobby of the hotel or come through the front registration gates during the show. If you shut down early, you will not be able to select your booth for our 2021 show until all members of PAA have made their booth selection.

ALL EXHIBITORS WILL NEED A BADGE TO ENTER THE TRADE SHOW FLOOR

How to register exhibitor booth attendees

Each exhibitor receives (2) complimentary booth personnel. Each additional attendee will be charged \$25 and lunch is included. **All booth attendees must pre-register to have a badge to enter the show.** DEADLINE to register all booth personnel is March 12th! After March 12th anyone not registered may do so onsite and will be required to pay by credit card onsite \$25. Use your trade show link to access your booth and add your booth attendees.

To avoid long lines the day of the show picking up your badge, we recommended that you come the day before the show. You may pick your badge up during the show set-up from 12noon to 6pm.

Suggestion: After picking up your badge the day before the show on March 25th, join us in the event center *The Venue* located in the Valley Forge Convention & Casino Resort for our launch happy hour party!

We're celebrating the new statewide Pennsylvania Apartment Association! Pre-register for the cocktail party may be found on the PAA website.

Badge information

- Booth personnel may pick up badges located at the registration booth from 12-6 pm and Wednesday, March 25th or day of show 7:00-8:00am. Exhibitor registration will open back up at 9:00am and will be open throughout the day for Exhibitor attendees coming later in the day. (Badge pick-up will close at 8am and re-open at 9:00am.)
- Credit card payment is required for onsite registration.
- Exhibitors will not be permitted to enter the show floor without a badge.



2020 PAA Sponsorship Opportunities

Showcase and enhance your company's exposure during

Education Session Sponsor \$325

- (9) Sponsorships Available
- One-minute presentation about your company prior to education session to begin.
- Your company logo on directional sign for outside meeting space indicating the education session.
- Introduce speaker for the session.
- Table in room for your company materials and/or giveaways.

Your Logo on the Exhibit Floor Plan Map \$400

- (5) Sponsorships Available
- Your company logo on Trade Show map online and on mobile app for the show.

TV Monitor Sponsor \$1500

- (1) Sponsor
- Your company logo promoted during on TV monitors that are stationed throughout the trade show exhibit showroom.

Logo Bag Sponsor \$525

- (5) Sponsorships Available
- Your company logo printed on tote bag that will be distributed to all attendees at registration booth.

Keystone State Welcome Cling Sign \$400

- (1) Sponsor
- As the cling sponsor your company

Lanyard Sponsor \$500

- (1) Sponsor
- Sponsor to supply Lanyard with your company logo. (1800 required)

Floor Decal Sponsor \$325

- (7) Sponsorships Available
- Your company logo & booth number on decal.

Lunch Food Sponsor \$300

- (4) Sponsorships available.
- Company logo display on a sign as one of the Food Sponsors.

New Product Spotlight \$300

- (10 slots available) Companies may showcase in a designated area on the trade show floor new products or services. Each spotlight will be assigned a time slot and will have 20 minutes to showcase their new product.

Trade Show APP Sponsorship \$400

- (1) Sponsor
- Your company logo on the PAA Show APP

All Sponsors will be highlighted as a sponsor in the Trade Show Program Book

Advertising in the Program Directory

Provided by THE APTS MAGAZINE

The program directory is distributed to every conference attendee and is the perfect opportunity to showcase your company. By advertising in the *Program Directory*, you are ensuring that your business product and services are being viewed by folks in the apartment industry from the region.

By placing your ad today you will receive:

- Pre and Post conference digital issue
- Digital issue has the click capabilities for your ad directly to your website
- Feature advertisers will have expanded-detailed listing and company profile



To advertise in the Directory or for more information please contact:

Larry@theapts.com (215) 806-6063

Colleen@theapts.com (215) 499-9417

MobileLead

Is a handheld system that reads attendee badges by scanning a barcode on the badge that was encoded during the registration process. Each scan is then displayed on the graphic LCD screen and stored in memory along with the time and date and any qualifiers you have chosen. Leads are printed out on our supplied mobile printer.



Actual Size:
4.25" x 3" x 1.25"

BENEFITS

- Perfect for those on the go, capture leads anywhere.
- Light-weight, simple to operate and requires no computer literacy.
- It allows you to qualify your prospects with generic or custom lead code options.
- Helps you develop more qualified leads.
- Streamlines sales lead follow-up.
- Collects sales lead information in a consistent format.
- Exceptionally fast and quiet.
- Qualifiers can be customized at no additional charge.
- An electronic copy of your scanned leads are sent via e-mail within two days of the show's end.
- It's compact, portable and requires no power in the booth.
- Random prize drawing feature!



LEAD RETRIEVAL ORDER FORM

LEAD RETRIEVAL SCANNER UNIT

Capture leads with our compact, portable, BATTERY POWERED unit. Use up to 12 custom qualifiers (See qualifiers on the right). Leads are emailed within 2 business days of close of event in excel file format.

PAA Tradeshow & Education Expo
Valley Forge Convention Center

Wednesday, March 26th, 2020

Order by February 27, 2020*

Quantity ____ x 300.00 = ____
after

Quantity ____ x 350.00 = ____

*Subject to availability after

Contact Payment Information

Company Name _____

Billing Contact _____

Address _____

City, State, Zip _____

Phone _____

On-site Cell# _____

Booth # _____

E-mail Address _____

Delivery Contact _____

American Express | Visa | MasterCard | Discover | Check*

Card #: _____

Security Code: _____ (3 or 4 Digits)

Exp. Date: _____

Card Holder Name: _____

Authorized Signature: _____

By signing this form you agree to all terms. Upon receipt of your order, you authorize immediate processing of payment using the method selected

CUSTOM QUALIFIERS (optional)

Defaults below will be used if nothing specified.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____
- 11) _____
- 12) _____

Standard Default Qualifiers :

- Send Literature.
- Send Samples.
- Send Pricing.
- Contact ASAP.
- Ready to Purchase.
- Partial Interest.
- Purchase in 30 Days.
- Order Placed At Show.
- Add to Mailing List.

MAIL OR FAX (267) 482-7236

COMPLETED FORM TO:

Compuvention

P.O. Box 675

Cherry Hill, NJ 08003

(267) 446-1141



LEAD RETRIEVAL ORDER FORM

Terms & Conditions

- 1) Compuvention, Hereinafter called "CONTRACTOR" agrees to the delivery of services as specified and is to be rendered in a timely and professional manner according to standard industry practices. All equipment and software remains the sole property of CONTRACTOR.
- 2) The method of payment shall be in United States dollars and submitted with the order for service. CONTRACTOR will only accept checks drawn on banks located in the United States of America or certified funds. Checks will not be accepted as payment at the show site.
- 3) Advance orders must be received on or before deadlines and paid in full. Orders received without payment or after the discount deadlines will be charged at the appropriate published price based on order deadline dates. SERVICES WILL NOT BE RENDERED UNTILL PAYMENT IN FULL IS RECEIVED. No refunds on advance orders.
- 4) ALL ORDERS PAID BY CHECK REQUIRE A \$500 SECURITY DEPOSIT. This deposit may be either a) paid by check and will be returned 4-6 weeks after the event – or – b) secured by a valid credit card (account will not be charged except in the event of insufficient funds, a check that has the incorrect amount or as noted in #5 below).
- 5) The customer agrees to return any equipment to CONTRACTOR in the same condition. The customer agrees to the immediate payment, upon request be CONTRACTOR for all damages or loss of equipment, except such as may result from normal operation thereof; and the customer acknowledges and understands that the applicable replacement cost is as follows: Portable reader \$2,000, Portable Printer \$750, Power Adapter \$50. The customer authorizes CONTRACTOR to charge the credit card provided \$500.00 for failure to return the equipment within two hours after the official show closing time. The customer also authorizes CONTRACTOR to charge the credit card the replacement cost indicated above for either the failure to return the equipment or for any damaged equipment.
- 6) Customer is responsible to pay all applicable Federal, State or Local taxes. If the applicable tax rate is different from the published rate at the time of placing the order, the CONTRACTOR may adjust the tax due be the customer accordingly.
- 7) CONTRACTOR'S liability for damage of any cause whatsoever will be limited to the total price for the goods and services provided by CONTRACTOR
- 8) Customer agrees to return all equipment to CONTRACTOR'S service desk within one hour of the show closing. EQUIPMENT LEFT IN THE EXHIBIT AREA IS THE RESPONSIBILITY OF THE CUSTOMER.
- 9) It is agreed that the governing law pertaining to this contract will be the laws of the State of Pennsylvania. With venue exclusively in Bucks County.
- 10) Deliveries are completed the day before the show opens unless otherwise noted. If no one is present in your booth when we deliver your system, you will be responsible for picking up your equipment.
- 11) CONTRACTOR disclaims any responsibility for misuse, loss of power, power surges, and customer adjustments that are not covered in the instructions, acts of God, or any other act beyond the control of the CONTRACTOR.

Compuvention P.O. Box 675 Cherry Hill, NJ 08003
(267) 446-1141