



**SCRHA**  
Southern California  
Rental Housing Association

---

**Innovations in Rental Housing**  
**Education Conference & EXPO**  
**Tuesday, August 25, 2020**  
**San Diego Convention Center**  
**Exhibit Halls C**

**Exhibitor's Kit**

# Welcome!

The Southern California Rental Housing Association® is pleased to host its

## **46th Annual Innovations in Rental Housing Education Conference and EXPO Tuesday, August 25, 2020 at the San Diego Convention Center**

This is the largest industry event in Southern California with more than 1,600 multi-family property owners, managers, investors and industry suppliers in attendance for this daylong event. Each year attendees enjoy free seminars, prizes and 160+ booths where exhibitors display their products and services.

### **MOVE-IN DATE & TIME**

Monday, August 24, 2020

2:00 p.m. – 7:00 p.m.

**New Docking Area for Exhibit Hall C**

### **DATE AND SHOWTIMES**

Tuesday, August 25, 2020

7:30am: Exhibitor and Attendee Registration Opens

8:00am – 3:45pm: Education Seminars

9:00am: Ribbon Cutting and floor opens

9:00am – 4:00pm: Exhibition time

4:00pm: Exhibit Halls Closes

### **MOVE-OUT DATE & TIME**

Tuesday, August 25, 2020

4:15 p.m. – 9:00 p.m.

### **LOCATION**

The San Diego Convention Center – Exhibit Hall C

*111 West Harbor Drive, San Diego, CA 92101*

### **PARKING**

\$15 per car, with no in-and-out privileges. No validations.

### **SPONSORSHIP OPPORTUNITIES**

Opportunities are still available. Contact the Events Team at 858.751.2219 or at [events@socalrha.org](mailto:events@socalrha.org) or online at [socalrha.org](http://socalrha.org)

### **SEMINARS**

Timely topics presented at this year's EXPO provide owners and managers the latest information and tools for marketing, maintaining and operating their rental properties.

The classes will be at two stages in the Education Pavilion.

## Exhibitor Checklist

- \_\_\_\_\_ Exhibitor showtime & schedule
- \_\_\_\_\_ Exhibitor Guidelines signed before deadline
- \_\_\_\_\_ Electrical Form
- \_\_\_\_\_ Wireless Internet Service Form
- \_\_\_\_\_ Carden completed form for decor
- \_\_\_\_\_ Carden completed form for carpet, electrical and chairs.
- \_\_\_\_\_ Catering form
- \_\_\_\_\_ Maintenance Mania Form
- \_\_\_\_\_ Prize drawing announcement form

# EXHIBITOR GUIDELINES REQUIRED FOR BOOTH SET-UP

**This form must be reviewed, signed and submitted to [events@socalrha.org](mailto:events@socalrha.org) no later than 5 p.m. PT on Friday, July 24, 2020 to be able to load in and set up for EXPO 2020\*\***

Please acknowledge each item below by checking each line or initialing each line below. All lines must be checked off or initialed to submit your form. Questions? Contact the Events Team at 858.278.8070 or at [events@socalrha.org](mailto:events@socalrha.org).

## Payment for Exhibitor Booth:

You agree to pay in full your booth prior to set-up. Note that booths not paid for may delay exhibitor set-up.

## Set up is Monday, August 24, 2020 at the San Diego Convention Center (Exhibit Halls C)

\_\_\_ Show set up is from 2 p.m. – 7:00 p.m. (Loading doc will be in a new location, specific instructions in the Carden form) Load in after 7:00 p.m. will incur a charge of \$250 in 30minute increments, that the doc needs to stay open.

\_\_\_ Exhibitor registration setup is from 2 p.m. – 7:00 p.m.

\_\_\_ Electricity set up is from 2 p.m. – 7:00 p.m.

\_\_\_ Website access set up is from 2 p.m. – 5 p.m.

\_\_\_ Security will be provided overnight by the San Diego Convention Center

\_\_\_ To avoid last minute/ additional equipment charges, contact Carden Convention Services Company at 619.247.3467-Carden Kit is available through the floorplan at [socalrha.org](http://socalrha.org)

\_\_\_ Self-contained exhibit displays may not exceed more than 8' in back wall height from the floor and must be confined to the rear one-third of each booth. Such sidewall must be visibly acceptable to adjoining exhibit displays and EXPO management. In all other portions of the booth, no display materials shall be placed to exceed a height of 4' from the floor. **If your booth is at the front of the hall near registration display material may not exceed a height of 4' from the floor.**

\_\_\_ Structural integrity: All exhibitor booths must be constructed in a manner to withstand normal contact or vibration. Please be mindful of booths near yours and adhere to all safety precautions during set up, during the EXPO and breakdown.

## The EXPO is Tuesday, August 25, 2020 at the San Diego Convention Center:

\_\_\_ NO SET UP ALLOWED

\_\_\_ Exhibitor hours are from 9 a.m. – 4 p.m.

\_\_\_ Exhibitor registration is from 7:30 a.m. – 2 p.m.

\_\_\_ EXPO 2020 show closes at 4 p.m. and tear down is not allowed before that. **DO NOT TEAR DOWN EARLIER THAN 4 p.m. AS YOUR COMPANY WILL BE SUBJECT TO A \$500+ FINE.**

## Music or Art Licensing:

\_\_\_ No music is allowed unless exhibitor has purchased necessary licensing permissions and has provided copy of licensing to the association prior to August 24, 2020. Exhibitors are responsible for any necessary music or art licensing needed as part of their booth.

### Food and Beverage Rules:

\_\_\_ ANY food or beverage item served in your booth\_MUST BE purchased from the San Diego Convention Center Caterers. Contact Vincent Bryant, Catering Coordinator at Centerplate (619.525.5891).

\_\_\_ **Small sized candy is permitted at booths. Candy should be no larger than 1' x 1'.**

\_\_\_ If you or your staff choose to consume alcoholic beverages, please drink responsibly. This is considered a work event.

### Harassment Policy:

\_\_\_ The Southern California Rental Housing Association has a zero-tolerance for any form of harassment or discrimination, but not limited to sexual harassment by participants at our meetings and conferences. If you experience harassment or hear of any incidents of unacceptable behavior, please report it to an Association staff person so that we may take the appropriate action. The Association retains the right to remove any individual or company from a meeting or conference without warning or refund in response to an incident of inappropriate or unacceptable behavior.

### Digital Media/Photography Consent:

\_\_\_ Exhibitors and employees of exhibitors attending the EXPO consent to the use of their photo or digital image or recordings for event and media promotion.

### Important Deadlines:

\_\_\_ Southern California Rental Housing Association has the right to verify the identity of off-duty officers affiliated with your company who will be attending the show and carrying weapons. Weapons clearance must be submitted by 5 p.m. PT on Monday, July 6, 2020 to [events@socalrha.org](mailto:events@socalrha.org).

\_\_\_ If you are planning to have a vehicle, potentially hazardous items or helium balloons in your booth, you need to notify the Southern California Rental Housing Association in writing by 5 p.m. PT on Friday, July 17, 2020 to [events@socalrha.org](mailto:events@socalrha.org). *YOUR COMPANY WILL BE SUBJECT TO A \$180+ FINE FOR EACH BALLOON THAT NEEDS TO BE EXTRACTED FROM THE SAN DIEGO CONVENTION CENTER CEILING.*

\_\_\_ Additional exhibitor badge requests need to be submitted to the Southern California Rental Housing Association in writing by 5 p.m. PT on Friday, August 7, 2020 to [events@socalrha.org](mailto:events@socalrha.org).

\_\_\_ Any changes, deletions or additions made to the badges need to be submitted to the Southern California Rental Housing Association in writing by 5 p.m. PT on Friday, August 7, 2020 to [events@socalrha.org](mailto:events@socalrha.org).

\_\_\_ For each 10' x 10' booth space, you can staff your booth with up to three (3) people.

\_\_\_ For each 10 X 20 booth space you can staff your booth with up six (6) people

\_\_\_ For each 20x20 booth space you can staff your booth with up to eight (8) people

If you need additional booth staffing, you must submit an exhibitor list (with full names, phone number and email address) no later than 5pm PT on Friday, August 7, 2020 for consideration. Additional booth staff will need to receive proper badge identification to enter the exhibitor floor. You can submit up to eight names for consideration. If we do not receive your guest list by Friday, August 7, 2020, you will be allowed three (3) people at your booth. We reserve the right to limit additional staffing due to restrictions by to the Southern California Rental Housing Association.

### Exhibitor Reminders:

\_\_\_ Exhibitors are not permitted to distribute literature or otherwise solicit business outside their booths unless approved by the Events Team.

\_\_\_ Standard booths are supplied with equipment consisting of:

- a rear background curtain on frame not to exceed 8' in height

- two side dividers of curtains on frames not to exceed 4'
- an identification sign showing name of firm up to 22 letters including spaces stated on your original booth application form.
- a 6' draped table

\_\_\_The Southern California Rental Housing Association will not use the P.A. system to announce hourly winners of giveaways. Any prizes/winners should be submitted for display before 3 p.m. Tuesday, August 24, 2020. Forms are provided in this kit and will be available in your booths Monday, August 24, 2020 by 4:00 p.m. and provided at the Southern California Rental Housing Association booth on the day of the show.

\_\_\_ NO LIVE ANIMALS\_ are permitted on the exhibit floor without written permission from the Association. Please contact the SCRHA's team at 858.278.8070 with any questions.

\_\_\_ General Event Liability Insurance: Each exhibitor is responsible to secure their own general liability and/or event cancellation insurance if for unseen situations occur the day of the show.

\_\_\_The Southern California Rental Housing Association does not provide validated parking at the San Diego Convention Center. It is recommended that your team carpool if possible.

\_\_\_I acknowledge all other rules as set forth in the exhibitor contract.

By signing, I understand and agree and abide by the Southern California Rental Housing Association 2020 Innovations in Rental Housing Education Conference and EXPO Guidelines. All three pages must be returned and signed by Friday, July 31, 2020 to [events@socalrha.org](mailto:events@socalrha.org).

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Authorized Name (please print)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Cell Number

## **BOOTH DECORATION, SERVICE PROVIDERS & CATERING OPTIONS**

You may choose to decorate your booth. We encourage you to invite your clients to attend the show. Registration is at [www.socalrha.org](http://www.socalrha.org).

### **Booths will include the following:**

- 8' high Blue & Silver back drapes
- 3' high Blue side drapes
- 6' table draped Blue
- The standard 10'x10' or 10'x 10' corner booth will include a 500 watts electrical outlet.

### **You may need to make arrangements for the following:**

- Electricity must be purchased separately by the service provider listed below.
- Aisles in Exhibit Halls C will not be carpeted. See the service provider listed below for your carpet needs.

### **Service providers:**

- Onsite Audio Visual: 619.525.5339, [www.onservices.com](http://www.onservices.com)
- Internet/Network Telephone Services: 619.525.5510, [www.smartcity.com](http://www.smartcity.com)
- Food & Beverage: 619.525.5891 (Vincent Bryant), <http://www.centerplate.com/>
- Electrical: 619.696.6625, [www.edlen.com](http://www.edlen.com)
- Décor: Please refer to your Carden Convention Services

### **Catering & meal options available at the San Diego Convention Center:**

Day of Event (Tuesday, August 25, 2020)

- Starbucks
- Specialty concessions on the show floor
- Cash bars- drinks only on the tradeshow floor
- The San Diego Convention Center Concessions in the back of Exhibit Halls C

## EXHIBITOR PRIZE DRAWING PRIZE ANNOUNCEMENT FORM

- The Southern California Rental Housing Association will retain the top portion and
- display the bottom portion at the event. EXHIBITORS- Please make two copies for your records.
- Winner will collect prize at your booth
- If the winner has already left for the day, please make arrangements with winner to collect their prize.
- EMAIL [events@socalrha.org](mailto:events@socalrha.org) this form to the Southern California Rental Housing Association Events Team no later than 10:00 am on Monday, August 24, 2020.

### COMPANY/EXHIBITOR AWARDING PRIZE:

Booth#(s): \_\_\_\_\_ Prize: \_\_\_\_\_

Company Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_

E-mail: \_\_\_\_\_

### WINNER'S INFORMATION:

First: \_\_\_\_\_ Last: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_



**TUESDAY, August 25, 2020**

**Southern California Rental Housing Association Expo Booth Raffle Winner!**

First: \_\_\_\_\_ Last: \_\_\_\_\_

Company: \_\_\_\_\_

Prize: \_\_\_\_\_

From: \_\_\_\_\_ Booth#(s): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone/ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_



# Education Seminars

- Promote your company and product by introducing the speaker, providing handouts to all its participants and placing a standing banner in the seminar area.
- Additionally, your company name will be displayed in the marketing materials, including the EXPO program, our main website and on the posted signage related to your seminar.
- Seminar speakers will be announced soon.
- Sponsor must be an Exhibitor.

## Available 2020 Education Seminar Sponsorships

### Member/Non-Member Pricing

Keynote Session-Elaine Swann		\$1,500 / \$2,500
General Education Session- 5 available		\$450 / \$900

- Elaine Swann, Etiquette and Lifestyle Expert
- Litigation Avoidance Strategies | Lynn Dover, Kimball, Tirey & St. John and Rick Snyder, RA Snyder Properties
- Legislative Update | Molly Kirkland, Southern California Rental Housing Association and Pat Moran, Aaron Read and Associates
- GenX and New Renters Coming Up | Chelsea Kneeland, J. Turner Research
- What's New in Fair Housing | Shanly Hopkins, Kimball, Tirey & St. John LLP

# MAINTENANCE MANIA

**TUESDAY August 25, 2020: MAINTENANCE MANIA COMPETITION**



The Maintenance competition is back! There will be competitions on the exhibit hall floor that will have Maintenance technicians from around the county take part in this one-day, tournament style competition that will test their maintenance skill, knowledge and industry know-how against fellow maintenance service providers.

## **MAINTENANCE MANIA SPONSORSHIP**

Put your product in front of hundreds of end-users by sponsoring a game at the Maintenance Mania competition. The winners and sponsors will be featured in the SOUTHERN CALIFORNIA RENTAL HOUSING ASSOCIATION *RentalOwner* Magazine, and on the website. Don't miss this opportunity to be one of the eight sponsors of Maintenance Mania! Refer to enclosures for more information. **Cost:** \$300 (EXPO exhibitor)/\$600 (Non-EXPO exhibitor). The **exhibit floor** will remain open during the competition. (Registration 11:30 am, Competition 1:00 pm-3:30 pm)

*Presented by:*



# ADMISSION & ATTENDEES

**ATTENDEE LIST & BOOTH VISITORS:** The Southern California Rental Housing Association will not supply a pre- or post-attendee list. Please be prepared to collect business cards and/or contact information from those visiting your booth(s):

As an Exhibitor at the EXPO, you can collect contact information from everyone you meet.

Contact the Events Team at 858.278.8070 if you are interested in learning more additional features.

As an Expo passport sponsor, you will receive a free app to download on to your phone.

## ADMISSION

- Owner & Property Management Members Pre-Registration: \$10 Member/  
Onsite Registration \$30 Nonmember
- Owner & Property Management Onsite registration: Members \$15/ \$40  
Nonmember
- Non-Exhibiting Supplier Members \$600.00 (9:30 am to 11:30 am only)
- Non-Exhibiting Supplier Non-members \$800.00 (9:30 am to 11:30 am only)

[Register at www.socalrha.org](http://www.socalrha.org)



Centerplate offers a complete food and beverage catering menu created to ensure your experience with us is pleasant and professional.

- + Our expert staff is available for assistance in planning for your exhibit booth service requirements throughout your event.
- + Download our menu and order form online at [visitsandiego.com/services/catering](http://visitsandiego.com/services/catering).
- + Contact us Monday through Friday 8:30am to 5pm PST at 619.525.5818.

Exclusivity: Centerplate Catering holds the exclusive contract for food and beverage at the San Diego Convention Center. No outside food and beverage is permitted. This includes bottled water and displays of candy. Centerplate reserves the right to assess a corkage fee for exceptions to our policies. Please review our food and beverage policy stating our guidelines and contact the catering department for further information.

