

EXHIBITOR & ADVERTISING BROCHURE



SAA Conference

Learning Suzuki-Style

May 21-25, 2020

Hilton Minneapolis
& Convention Center
Minneapolis, MN



Suzuki Association of the Americas, Inc.

Exhibition Information

LOCATION

All exhibits will be confined to the SAA exhibit area (Hilton Minneapolis). No selling or order-taking is permitted outside of the exhibit area. It is the responsibility of each exhibitor to comply with Minnesota state sales tax requirements. Vendors who are selling products must complete Operator Certificate of Compliance-ST-19. For additional information, visit www.taxes.state.mn.us

ASSIGNMENT OF BOOTH SPACE

The Exhibit contract and a 50% minimum deposit are required to reserve your booth space. Booth assignments will be made on a first-come, first-served basis and at the discretion of the Show Manager. Booth preferences will be honored whenever possible. However, the booth space will not be assigned until payment is made in full.

Prior assignment will be made for companies who have entered into a Sponsorship commitment and for Premier Business Members. Exhibitors will be notified of booth assignments by March 31, 2020. Service kits will be sent directly from the decorating contractor, Brede Exposition Services in April 2020.

BOOTH PACKAGE FEE

Exhibit booth packages are \$865 each. Full payment is due with a postmark date of January 31, 2020. Any requests for booths after this time may be considered, and if approved, a \$100 late fee will be charged. No additional booths will be sold after February 29, 2020.

Each booth package includes:

- 10' x 10' exhibit booth with carpet
- 8' high background drape
- 3' high side divider drape
- 6' draped table
- One 7" x 44" identification sign
- Two side chairs
- A listing in the Conference Booklet of exhibitor's name and booth number. Listings on the website and in the ASJ before and after the event.
- Two conference/exhibit badges per booth. Additional exhibit-only badges may be purchased for \$75 each. Exceptions are made for sponsors only. Additional equipment and services can be ordered through Brede Exposition Services, the official decorating

SHOW AT A GLANCE

Location: Hilton Minneapolis
Set up: Thursday, May 21, 3:00 PM – 10:00 PM
Show opens: Friday, May 22, 9:00 AM
Hours: Friday, May 22, 9:00 AM – 7:00 PM
Saturday, May 23, 9:00 AM – 4:00 PM

Breakdown: Saturday, May 23, 4:00 PM – 10:00 PM

contractor of the Conference. All materials must be sent directly to the official decorator prior to the conference.

ACCOMMODATIONS

The conference will be held at the Hilton Minneapolis, 1001 Marquette Avenue South, Minneapolis, MN 55403-2440. To receive the special attendee room rate for rooms between the dates of May 20, 2020, and May 25, 2020, make a reservation by May 1, 2020. From the SAA website (conference area), click on Hilton button to access guest room reservations at the Hilton, or phone 1-800-HILTONS and give the code SUZ.

SECURITY

Guard service will be supplied on an around-the-clock schedule from move-in to move-out. The SAA strongly recommends that the exhibitor also secure a rider policy to cover all booth and display items during transportation to and from the site, as well as during installation, show dates, and dismantling.

INSTALLATION AND DISMANTLING

Installation begins at 3:00 PM, Thursday, May 21. Exhibits may not be dismantled before 4:00 PM, Saturday, May 23, 2020.

CANCELLATION

Exhibitors may withdraw up until March 1, 2020 for a 50% refund. Fees are nonrefundable after that date. No exceptions.



Advertising Opportunities

Please note that you do not need to be an exhibitor to advertise in the booklet. Color option is available for sponsors only.

ADVERTISEMENTS

The Conference Booklet is an 8-3/8" × 10-7/8" publication containing information on the Suzuki Association of the Americas 18th Conference. In addition to providing information on Conference activities, it includes a listing of the exhibitors and booth numbers. Each Conference participant receives this booklet, and our members use it throughout the year as a valuable resource guide.

ARTWORK

Specifications

We will only accept digital files in the preferred formats: JPG, TIF and PDF. Resolution **must** be 300 dpi or higher, grayscale or CMYK color mode (no RGB). Deliver by email or web.

Incomplete Artwork

Advertisers will be billed at the rate of \$65/hour (minimum charge of 1 hour) for the scanning of photos or any rework charges involved in preparing the ad if it does not meet the above specifications. The advertiser will be responsible for any costs that result from failure to provide all materials in good order.

DEADLINES

Payment in full due	January 31, 2020
Artwork due	February 29, 2020

RATES

Full page with bleed	\$575
Half page	\$325
Quarter page	\$225
Announcement ad	Inquire
4-color: Sponsor option only	

SIZES

W" × H"

Full page with bleed	8.375" × 10.875"
Half page horizontal	7.125" × 4.75"
Quarter page, vertical	3.5625" × 4.75"
Announcement ad	3.5" × 2"

Bleeds: Add .125" bleed all sides and include bleed-only crop marks in your design.



EXHIBITOR CONTRACT

SAA 19TH CONFERENCE

Please Print or Type

Name of Business: _____

Please state exactly how you want your company's name to appear in the Conference Booklet and on 7" x 44" ID sign. Please include correct abbreviations.

Business Address: _____

City: _____ State/Province: _____ Zip: _____

Business Telephone: _____ Cell: _____ Email: _____

Authorized by: (Print Name) _____

Authorized by: (Signature) _____

Please provide full names of all personnel who will staff the exhibit booth. The SAA allows two Conference/Exhibit Badges per Exhibit Booth. Additional Exhibit Only Badges cost \$75 each. Please print names of personnel.

Please print names of Exhibit Only Badge personnel:

Have you exhibited with the Suzuki Association of the Americas before? No _____ Yes _____

Years participated: _____

Please provide basic outline of product or service to be exhibited: _____

I have read and agree to abide by the Exhibitor Specifications & Contract Terms (Installations and Dismantling, Conduct By Exhibitor, Intellectual Property, Security, etc) in SAA 18th Conference Exhibitor & Advertising brochure. All the terms which are made a part hereof by this reference and fully incorporated herein, receipt of which is hereby acknowledged, and to all conditions under which space is leased to the Suzuki Association of the Americas.

Signature: _____ Date: _____

Exhibit booth reservations cost \$865. Deadline is January 31, 2020.
Send signed contract and full payment to the SAA. Make checks payable to the SAA.

1st booth @ \$865; additional booth @ \$800. Number of booths requested: * _____

*Premier complimentary booth to be included in this total.

Add total of additional Exhibit Only Badges @ \$75 each: \$ _____

Total amount enclosed: \$ _____

Return this signed contract and check to: Suzuki Association of the Americas,
P.O. Box 17310, Boulder, CO 80308

ADVERTISING CONTRACT

SAA 19TH CONFERENCE BOOKLET

Please Print or Type

Business Name _____

Authorized by: (Print Name) _____

Authorized by: (Signature) _____ Date: _____

Business Address: _____

City: _____ State/Province: _____ Zip: _____

Billing Address: _____

City: _____ State/Province: _____ Zip: _____

Telephone: _____ FAX: _____ Email: _____

Note: This year's Conference booklet is 8.375" × 10.875"

Available ad sizes and rates are as follows:

AD SIZE (B/W)	AD DIMENSION (w" × h")	COST
Full page with bleed	8.375" × 10.875"	\$.575
Half page horizontal	7.125" × 4.75"	\$.325
Quarter page, vertical	3.5625" × 4.75"	\$.225
Announcement ad	3.50" × 2.00"	\$.125

add 4-color (*Sponsors' Option Only*)

TOTAL \$ _____

Contract and full payment required in order for ad to be included in the Conference Booklet.

Mail or fax this contract and ad artwork to:

Conference Advertising
 Suzuki Association of the Americas
 P.O. Box 17310
 Boulder, CO 80308
 Phone: (303) 444-0948 Fax: (303) 444-0984

Please return this contract with full payment to SAA by January 31, 2020. Artwork due by **February 29, 2020**.