

SOUTH CAROLINA APARTMENT ASSOCIATION



SPONSOR & EXHIBITOR PACKET

2024 SC Education & Legislative Conference
Columbia Metropolitan Convention Center
Columbia, South Carolina 29201



together
Learn • Lead • Innovate
April 22-23 2024



Thank you for your support of the SCAA!

We look forward to hosting you at the Columbia Metropolitan Convention Center as we celebrate our third Annual Conference in our capital city.

To guarantee maximum exposure and traffic, we have designed the conference to have the exhibit space as a focal point of our event. Every day includes a networking breakfast in the pre-function area, refreshment breaks and dedicated time for attendees to visit your booths.

In this packet, we have included all of the information you will need during the conference. However, please do not hesitate to contact us if you have any specific questions regarding the event.

Donald Wood

(803) 252-5032

dwood@capconsc.com

www.sc-apt.org



CONFERENCE LOCATION



Centrally located in South Carolina's historic capital city, the convention center is in the middle of a vibrant urban scene with dynamite eats, world-class attractions, breweries, and a never-ending roster of festivals, events and live music. The capital city also offers affordable accommodations, exciting sporting venues, manageable traffic, and warmer weather year-round. Traveling to Columbia is a breeze with three major interstates intersecting just outside of the city and a major airport just ten miles from the city center.

Built in 2004, Columbia's downtown convention center is a modern and complex with beautiful architecture. The center is a 142,500 square foot facility that includes a 16,700 square foot ballroom, 18,560 square feet of meeting space that can be broken into up to 19 different spaces, and a 23,700 square foot column-less exhibit hall. The Columbia Metropolitan Convention Center is a GBAC Star Facility. This highly coveted credential is awarded to organizations that follow a rigorous set of cleaning guidelines, disinfection techniques, and infection prevention practices.

Columbia Metropolitan Convention Center
1101 Lincoln Street
(Columbia, South Carolina 29201)

CONFERENCE HOTELS



The Hilton Columbia Center is a 4-Star property is located in the heart of the Congaree Vista Entertainment District and offers 222 guest rooms, including two Presidential Suites and 13 Junior Suites. Amenities include a heated outdoor pool, complimentary high-speed internet, complimentary gourmet coffee in the lobby, a 24-hour fitness center with state-of-the-art Precor equipment, valet dry cleaning and a 24-hour Suite Shop for snacks and any items that may need. The award-winning Ruth's Chris Steak House, located on site, serves breakfast, lunch and dinner, and in-room dining.

The SCAA has negotiated a group room rate of \$194 per night plus applicable taxes (currently 14%). Parking is available through valet or in the connected city owned garage. Valet Parking for \$24.00 per day and Self-Parking is \$16.00 per day.

The Hampton Inn is a unique concept for downtown Columbia: a hotel full of amenities, Southern charm, and gracious service. It is conveniently located adjacent to the Columbia Metropolitan Convention Center and steps from the State Capital, The University of South Carolina, The Koger Center, The South Carolina State Museum, EdVenture, The Columbia Museum of Art, and Riverbanks Zoo. Right outside our doors, in the "Congaree Vista," there's a convenient mix of fine dining, shopping, and places to get a taste of Columbia's nightlife. Each morning, guests will receive a complimentary deluxe breakfast along with complimentary gourmet coffees all day long. They offer fresh baked cookies every evening to satisfy your sweet tooth!

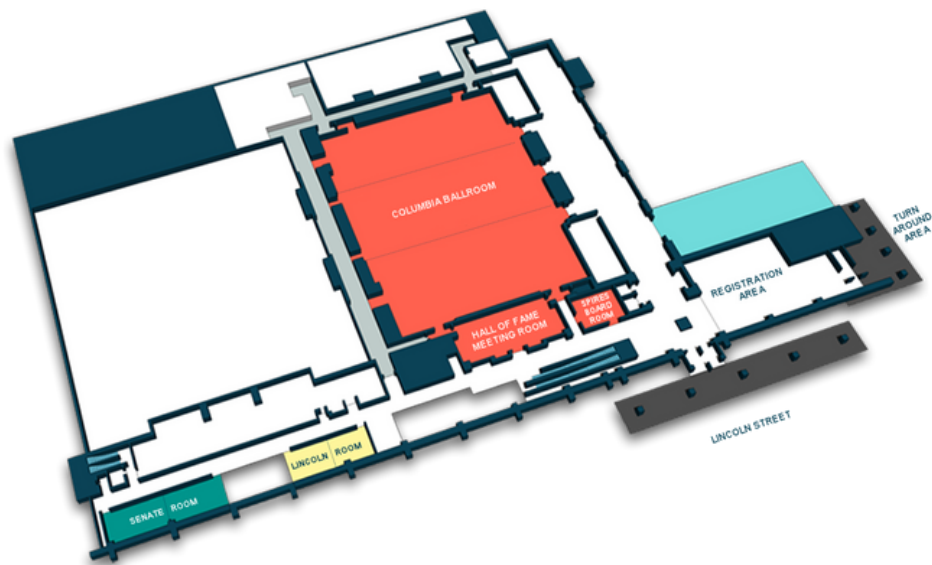
The SCAA has negotiated a group room rate of \$184 per night plus applicable taxes (currently 14%). Self-Parking is available on site for \$16 per day. The rooms blocks will open by the end of January.

MEETING AND EXHIBIT SPACE

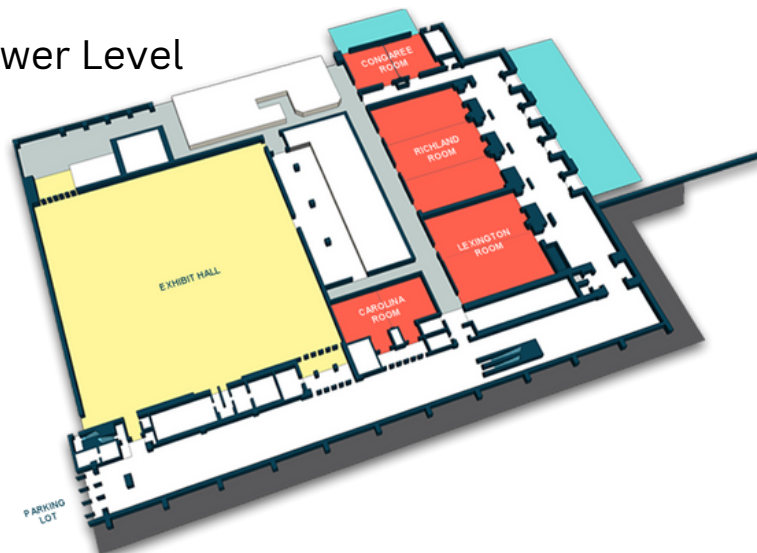


The main meeting will be held in the Columbia Ballroom and all of the sponsors and exhibitors will be located in the pre-function space outside of the meeting room. All of the breakout sessions will be held on the lower level of the convention center.

Upper Level



Lower Level



So ... What are the Benefits?

Conference Sponsors & Exhibitors receive:

- Table and two chairs
- At least one complimentary registration
- Additional attendees based on sponsorship level

Networking opportunities that include:

- Continental Breakfast on Monday & Tuesday
- Lunch on Monday & Tuesday
- Refreshment breaks on Monday & Tuesday
- Happy Hour on Monday
- Sponsors received a discounted registration rate of \$209 per person
- Conference attendee list (based on sponsorship level)

The exhibit area will open Monday morning at 9:00 am and close Tuesday afternoon. You may set up on Monday morning between 7 am to 9 am. Sunday set-up hours may be available depending on the convention center's schedule. Exhibitors may begin load-out at end of the conference on Tuesday afternoon. All booths will be assigned by the SCAA.

Booth assignments will be sent out prior to the conference. The number of registrations included in a sponsorship is noted accordingly under each category.

Supplier Registration Rates

Sponsors & Exhibitors, \$209 per person

Non-Exhibiting Supplier, \$309 per person

Deadline to be included in the program is April 12, 2024



2024 SPONSORSHIP OPPORTUNITIES



Title Sponsor | \$12,500 - (up to 3 available)

- Four conference registrations, discount on additional attendees
- Signage with company logo and name displayed during reception and registration area
- Verbal recognition during the event
- One exhibit space (prime location)
- Opportunity to hang a company banner during the reception
- Company logo included in program and on printed banners
- Company logo on the SCAA's website and program page of the website
- Opportunity to have the SCAA send a communication to all attendees
- Opportunity to post an educational or informational piece on the SCAA website



Monday Evening Welcome Reception Sponsor | \$3,800 (2)

- Two conference registrations, discount on additional attendees
- Signage with company logo and name displayed during reception
- Verbal recognition during the event
- Company logo on reception napkins
- Company logo on SCAA website
- One exhibit space in the exhibit area
- Opportunity to hang a company banner during the reception



Lunch Sponsors | \$3,500 (4)

- Two conference registrations, discount on additional attendees
- Verbal recognition during the event
- One exhibit space in the exhibit area
- Dinner napkins with company logo
- 30-45 second video during meal (must be provided by sponsor)



Keynote Sponsor | \$3,500 (3)

- One conference registration, discount on additional attendees
- Company logo and name displayed during luncheon
- Verbal recognition during the keynote luncheon
- One exhibit space in the exhibit area

2024 SPONSORSHIP OPPORTUNITIES



Conference Closing Session Sponsor | \$3,000 (1)

- One conference registration, discount on additional attendees
- Company logo and name displayed during session
- Verbal recognition during the closing session
- One exhibit space in the exhibit area



ASL Interpreter Sponsor | \$1,800 (1)

- Company logo prominently displayed on the official conference
- One conference registration, discount on additional attendees
- Ability to purchase an exhibit booth for an additional \$400



WiFi Sponsor | \$1,750 (1)

- One conference registration. discount for additional attendees
- Prominent display of company name and logo on conference materials, instruction poster, and session tables
- Company-branded WiFi password for each attendee
- Ability to purchase an exhibit booth for an additional \$400.



Conference Lanyard Sponsor | \$1,500 (1)

- Company logo prominently displayed on the official conference
- Printed lanyards that will be distributed to all attendees
- One conference registration, discount on additional attendees
- Ability to purchase an exhibit booth for an additional \$400



Refreshment Break Sponsors | \$1,500 (4)

- Company name and logo on event signage at the breakfast
- Display of company brochures, signage and promotional items of your choice at the refreshment break
- Use of cups and napkins featuring company logo (provided by sponsor)
- One conference registration, discount on additional attendees
- Ability to purchase an exhibit booth for an additional \$400



2024 SPONSORSHIP OPPORTUNITIES



Networking Breakfast Sponsor | \$1,500 (2)

- One conference registration, discount on additional attendees
- Company name and logo on event signage at the breakfast
- Display of company brochures, signage, and promotional items of your choice at the breakfast
- Use of cups and napkins featuring company logo (provided by sponsor)
- Ability to purchase an exhibit booth for an additional \$400

360 Photo Booth Sponsor | \$1,250 (1)

- One conference registration, and discount on additional attendees
- Logo on photo booth backdrop
- Company logo included on sponsor signage
- Ability to purchase an exhibit booth for an additional \$400



Conference Bag Sponsor | \$1,250 (2)

- Company name or logo to be prominently displayed on all conference bags
- One conference registration, discount on additional attendees
- Ability to purchase conference registrations at discounted rate



Exhibitor Only | \$750 (limited availability)

- Company name and logo to be prominently displayed on all conference materials, instruction poster, and on session tables
- Ability to purchase conference registrations at the discounted rate

Additional Sponsorships

- Marquee Letters & Balloons - \$1,000 (2)
- Ink Pen Sponsor - \$500 (included in conference bags)
- Insert Only Sponsor - \$350 (includes promotional items in conference bags)
- No additional benefits



SPONSORS



Registration Links

Paying with Credit Card: <https://bit.ly/SCAACONSPONCC2024>

Need an Invoice: <https://bit.ly/SCAACONSPONINV2024>

If paying by check, please complete the form on the next page.

SCAA Sponsorship & Exhibitor Registration

Company: _____

Contact Name: _____

Email: _____

Telephone: _____

Address: _____

Website: _____

Sponsorship Level: Title Sponsor Welcome Reception Keynote Speaker

Closing Session Meal WiFi Lanyard Break Breakfast

360 Photo Booth Bag Exhibitor Only Insert Only Ink Pens

ASL Interpreter Marquee Letters

Total Payment Due: \$ _____

Attendees (if applicable): _____

All prices shown are discounted for payment by check or cash. Mail checks to: SCAA, PO Box 1763, Columbia, SC 29202. If paying by credit card, register via <https://bit.ly/SCAACONSPONCC2024>.

**Thank you for your support of the
South Carolina Apartment Association!**

