



## 2021 Road Shows – General Information

### **Dates & Locations**

Tuesday, March 30	Location TBD, Memphis, TN
Wednesday, March 31	Embassy Suites Nashville SE, 1200 Conference Center Blvd., Murfreesboro, TN 37129
Thursday, April 1	Embassy Suites Chattanooga – Hamilton Place, 2321 Lifestyle Way, Chattanooga, TN 37421

### **Show Times & Setup for all locations**

7:00am – 10:00am	Exhibitor Setup
10:00am – 2:00pm	Show Hours for End-Users

### **Booth Information & Costs**

The PPAMS Road Shows are “table top” shows. End-Users are allowed at all three shows. Each exhibitor will have an 8’ table with cloth. Some electricity is available, please specify on your booth contract if you need electricity (\$75 charge per location). Please specify on your contract if you need space for a table, a rack or both. For example, if you purchase both a table and rack space you will have 16 feet of space with one table. If you only purchase one rack space, you will have 8 feet of space with no table. You must be a member of PPAMS to exhibit at this show.

### **Virtual Experience**

This year we are giving our exhibitors and attendees the opportunity to participate in a virtual experience. A maximum of 20 exhibitors can participate. We will broadcast the Virtual Experience between 9 and 11am live from Nashville Road Show on March 31<sup>st</sup> for distributors and their clients who are unable to be there in person. Participating exhibitors will have 5 minutes each and can choose to present live from the show floor or furnish us with a pre-recorded presentation. The Virtual Experience will be recorded and archived on our website following the show. Use this link to view an example of what the Virtual Experience will look like: <https://youtu.be/BLBRePSXStY>

### **Distributor Attendance**

The PPAMS Road Show is an informal setting and with your help will attract a large number of distributors. We advertise the show to members of PPAMS, PPAI, SAGE, plus some who we find in the yellow pages and are not members of any organization. PPAMS distributor members can attend the shows for free and their guests can attend for a nominal charge. Non-member distributors can purchase a guest pass for the show. We encourage all exhibitors to contact their customers in these areas about the show. We are happy to provide you with information that can be emailed to your customers.

**Total attendance in 2019 was 778.** There were 111 attendees in Memphis, 570 in Nashville, and 97 in Chattanooga.

### **Shipping & Freight Service**

Freight service is available between shows. We will receive your shipment (up to 7 standard boxes to include standard display case) at \$250.00 per shipment. We will transport shipments from the warehouse to all exhibit locations and place it in your booth by 8am the day of the show. Shipments must be received by 3:00pm on Friday, March 26, 2021. Additional boxes are \$25 per each 2 additional boxes. **Please note – boxes shipped directly to the show facility will incur a \$15 per item charge.**

### **Hotels**

**Memphis:** TBD

**Nashville:** The Embassy Suites Nashville SE in Murfreesboro is offering a group rate for PPAMS attendees.

**Chattanooga:** The Embassy Suites Chattanooga – Hamilton Place is offering a rate of \$129/night for PPAMS attendees. Call 1-800-362-2779 by March 1, 2021 to reserve your room at the PPAMS rate. A reservation link can also be found at [www.ppams.com/roadshows](http://www.ppams.com/roadshows)

### **Contact**

PPAMS, 615-465-8109 phone, 931-695-5441 fax, [show@ppams.com](mailto:show@ppams.com) email

**Regulations:** Upon acceptance, the regulations printed here become terms and conditions of the contract. Please read these regulations with care; if you have any questions about them, contact the Promotional Products Association of the Mid-South (PPAMS).

**Covid-19 Action Plan:** To ensure the safety of our attendees, we have adopted a Covid-19 Action Plan. The plan is subject to change and the most current version can be found on our website at [www.ppams.com/covid](http://www.ppams.com/covid)

**Space Variations:** The show floor, table size, and space descriptions are as accurate as possible, but changes and modifications are sometimes necessary; when space change or modification occurs, exhibitors will receive equitable adjustments as determined by show management.

**Cancellation by PPAMS:** In the event the show is cancelled for reasons beyond control of show management, money advanced by exhibitor will be refunded in full. In such cases, show management shall be free from any claim for damages which exhibitor alleges to have suffered as the result of such cancellation.

**Exhibit Space Cancellation Policy:** Cancellations must be received in writing by email, fax or mail on or before Friday, March 19, 2021. Exhibit space is nonrefundable.

**Installation and Dismantling:** Set up times and tear down times will be provided by show management at least 30 days prior to the show. Exhibitors must staff exhibit for the entire show period. Goods and materials used in any exhibit (except bona fide samples) shall not be removed from the exhibit area until the show has officially been closed. Any exception to this rule must have the approval of the Show Manager.

**Liability and Insurance:** Neither PPAMS, the service contractor, the show venues, nor any officers and/or staff members of the above will be responsible for loss or damage to property of exhibitors from thefts, strikes, damage by fire, water, storm, vandalism or other causes, but they will take all reasonable precautions to protect the exhibitors from such loss or damage. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment, and other property and shall indemnify, defend, and hold harmless the PPAMS, the service contractors and any officers and/or staff members of the above, the show venues, their owners, affiliated companies, agents, servants and employees from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that exhibitors will provide their own floater insurance coverage as needed.

**Fire Protection:** All decorations must be flame- proofed, and all hangings must clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise creates a fire hazard, the right is reserved to demand removal of all or such part of his/her exhibit as may be nonconforming or hazardous. The exhibitor is charged with knowledge of all local laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Ceilings over exhibits are not permitted if the exhibit is below a building sprinkler device. Any exhibits which propose to incorporate a ceiling or cover must be submitted to management, for prior approval by fire prevention authorities.

**Restrictions in Operations of Exhibits:** Exhibitors may not alter the location of exhibits or of booths without the written consent of show management.

Exhibitors may neither share nor sublet their space nor any part thereof.

Non-exhibiting suppliers, supplier representatives, and multiline representatives are not allowed on the show floor at any time.

PPAMS reserves the right to restrict or relocate at the exhibitor's expense any exhibits that become objectionable because of noise, method of operation, materials, traffic congestion, or any other reason.

Exhibit demonstrations must be confined within the bounds of their respective booths. Aisle space may not be used to distribute promotional material. Companies planning to sell must comply with all Association, state, and local sales permit requirements.

Distribution of circulars or promotional material may be made only within the space assigned to the exhibitor presenting such material.

Exhibits which involve any noise-producing equipment sufficiently loud that it may reasonably disturb adjacent exhibitors must give advance notice to management when contract is initially submitted, regarding this possibility; in such cases,

management will endeavor to provide special arrangements and/or locations to accommodate the problem, but management shall not be bound to any contract in which the said noise problem cannot be so controlled or abated. Amplified sound/noise level shall comply with the rules and regulations of the show venue.

**Aesthetics:** Management reserves the right to prohibit and/or evict exhibitors whose presentation is in any manner deemed by management as offensive to conference attendees, by reason of bad taste, questionable morals or controversial content. In event of such prohibition or eviction, management shall not be liable to exhibitor for refunds of exhibit fees.

**Indemnification:** Exhibitor shall be liable to owners of the conference facilities for all damage caused by exhibitor, and shall hold harmless and indemnify management for any damage charged to management by owners.

**Food Sampling:** While it is realized that some exhibitors find food sampling to be an effective means of creating interest in their products, the proposed distribution of food samples must not be carried to extremes so as to result in unsightly and annoying conditions to other exhibitors. Those exhibitors who distribute samples must adhere to facility food sampling guidelines and confine their distribution within the limits of their designated space. Ample facilities must be provided by each exhibitor within the confines of his/her own designated area for the collection of refuse. Waste containers must not be placed in aisles.

**Video Projection:** Projection machines are limited to sales demonstrations only and shall not be used for showings designed primarily to amuse visitors. All projection must be in accordance with the requirements of local fire prevention authorities, and in harmony with any agreements entered into between management, owners of the convention facilities, and labor unions. All plans for installation and operation of projection equipment must be approved by management before the conference and identified when contract is initially submitted.

**Unusual Displays:** Whenever an exhibitor plans to utilize or construct displays that will be unusual, oversized, or designed in a manner which will require special hookup, installation, or other advance technical assistance, such proposed plans must be submitted to show management at the earliest practicable time after this contract is executed, in no case less than ninety days before the trade show. Both management and owners of exhibit hall may deny such proposals; in any event, approval thereof may be obtained only by such advance submission, which shall be promptly considered and decided by management and where necessary, owners.

**Definitions:** As used herein, the following definitions apply: (1) "exhibitor" means that person, company, organization, or other entity that contracts to use one or more exhibit areas, upon the front side of this document; (2) "management" means PPAMS; (3) "owner" means that person, company, municipality, or other entity or any combination thereof, that bears the ultimate legal responsibility by virtue of leasehold or otherwise, for operation of the conference hall, whether or not the same is legal owner thereof; (4) The Official Decorator of the show is the coordinator of special or unusual types of exhibits.

**Sales:** Exhibitors may not sell directly from their area. Any exchange of funds between the attendee and exhibitor and distributor that would be subject to Tennessee Sales Tax is not allowed on the show floor.

These regulations are considered terms and conditions of the contract agreed to by the exhibitor at the time the contract is signed.



## CODE OF CONDUCT FOR PPAMS SPONSORED SHOWS

PPAMS Policy #011

**Purpose:** Exhibitors and attendees shall observe and abide by reasonable regulations as set forth by PPAMS, for efficient, safe and courteous operation of the Show.

1. Exhibitors may not congregate or do business in the aisles.
2. No exhibitor or distributor may conduct himself or herself in a manner offensive to decency or good taste.
3. Exhibitors will not solicit distributors from other booths while business is being conducted between booth supplier and distributor.
4. Exhibitors will not hand out business cards or any literature to an end user with company information that could be followed back to the company. All business, including leads and sample requests, will be conducted through a distributor.
5. Exhibitors and distributors may not do anything detrimental to the success of the show or interfere with the business goals of any of the attendees.
6. Non-exhibiting suppliers may not solicit business on the show floor.
7. At an end-user show, exhibitors may not display anything in their booth that includes net pricing information. All pricing must be coded or retail.
8. Exhibitors should be respectful of the relationship between the end-user and their distributor. Under no circumstance can exhibitors suggest an alternative distributor rep or business.

Any and all matter not specifically covered by the above shall be subject solely to the judgment of the PPAMS board.

**Violation of rules and regulations:** If a violation is deemed significant it may be reported to the board in a written statement. Upon further review from the board at the next board session, a decision will be made as to what actions would be necessary. A member who violates any of these rules and regulations is subject to a letter from the board with full details of the infringement. A period of 10 days will be given for a written response from the violator with a full explanation of the actions reported. At this time, the board will determine the severity of the infringement and take necessary steps to insure negative actions are not taken again. The violator will be subject to forfeiture of space for future shows and/or monetary fine assessments.

When they join the association, all PPAMS members agree to conduct their business in a professional manner and follow the guidelines as stated above.

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## 2021 ROAD SHOW SPONSORSHIP OPPORTUNITIES

### **Eblast Sponsor**

\$100 per eblast before the show

\$250 per eblast during the show

*Your banner ad will appear on one (or more) of our eblasts sent regarding the show. Eblasts sent before the show go to approximately 2,300 individuals in our database. The eblasts sent during the show go to individuals who have registered to attend the show. Emails before the show have an average open rate of 39% while emails during the show have an open rate of close to 70%.*

### **Beverage Break Sponsor**

\$400 for Memphis or Chattanooga

\$700 for Nashville

*Your sponsorship will allow us to serve complimentary beverages to attendees during the show, and since the break will be placed next to your booth, it will help drive traffic. Beverage Break Sponsors will enjoy the following benefits:*

- Your company logo will appear on all signage for the break.
- Attendees will be reminded of the break and your sponsorship in pre-event emails.
- One full page ad in the online show directory.

### **Registration Sponsor**

\$1,000

*Your banner ad will appear on the screen when all distributors and end-buyers register for the show. It will also be included in the email confirmation they receive after they register. As the Registration Sponsor, you'll be eligible for these perks:*

- Opportunity to have an insert in each attendee name badge.
- Exclusive banner ad on the registration website.
- A 12 month banner ad on our website.
- One full page ad in the online show directory. (Preferred placement, distributed to distributors only)
- Your company name and logo will appear on sponsor and registration signage at the show.

**To take advantage of these sponsorship opportunities,  
contact Mark Farrar at 615-465-8109 or [mark@ppams.com](mailto:mark@ppams.com)**



## 2021 PPAMS Road Show Exhibit Space Contract

**REGISTRATION INFORMATION:** (please print clearly – attach a separate sheet for lines if needed)

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

*By signing you acknowledge that you have seen the show rules and show conduct policy and agree to abide by them.*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ATTENDEE INFORMATION:**

*Please include a cell number if you'd like to receive text updates about the show.*

Booth Attendant Name: \_\_\_\_\_ Email: \_\_\_\_\_ Cell: \_\_\_\_\_

Booth Attendant Name: \_\_\_\_\_ Email: \_\_\_\_\_ Cell: \_\_\_\_\_

Booth Attendant Name: \_\_\_\_\_ Email: \_\_\_\_\_ Cell: \_\_\_\_\_

**DIRECTORY INFORMATION:**

*This information will be printed in the show directory. Select checkbox if same as above*

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Website: \_\_\_\_\_

Line Names: \_\_\_\_\_

PPAI # \_\_\_\_\_ UPIC \_\_\_\_\_ SAGE # \_\_\_\_\_ ASI # \_\_\_\_\_

Regional Contact: \_\_\_\_\_ Regional Contact Email: \_\_\_\_\_

Regional Contact Phone: \_\_\_\_\_ Factory Email: \_\_\_\_\_

Description of Products & Services:

# 2021 PPAMS Road Show

## RESERVE THE FOLLOWING:

Which shows will you be participating in?      Memphis      Nashville      Chattanooga

Base price includes one 8' table or an 8' space for a popup or rack at each show. Please specify which you prefer:      8' Table, or      8' Rack Space

\$525 if you selected one show

\$575 if you selected two shows

\$625 if you selected all three shows      \$ \_\_\_\_\_

Virtual Experience (only 20 available)

\$100 as an add-on

\$400 for virtual only      \$ \_\_\_\_\_

Additional tables for Memphis      Qty. \_\_\_\_\_ @ \$100 each      \$ \_\_\_\_\_

Additional rack spaces for Memphis      Qty. \_\_\_\_\_ @ \$85 each      \$ \_\_\_\_\_

Additional tables for Nashville      Qty. \_\_\_\_\_ @ \$100 each      \$ \_\_\_\_\_

Additional rack spaces for Nashville      Qty. \_\_\_\_\_ @ \$85 each      \$ \_\_\_\_\_

Additional tables for Chattanooga      Qty. \_\_\_\_\_ @ \$100 each      \$ \_\_\_\_\_

Additional rack spaces for Chattanooga      Qty. \_\_\_\_\_ @ \$85 each      \$ \_\_\_\_\_

Electricity for      Memphis      Nashville\*      Chattanooga @ \$75 per location  
*\*For Nashville, the price also includes WiFi*      \$ \_\_\_\_\_

Freight Service      \$250 for up to 7 boxes (includes standard display case)  
*Freight will be hauled in our cargo van and delivered to your booth each day*      \$ \_\_\_\_\_

Additional boxes for freight service      Qty. \_\_\_\_\_ @ \$25 each      \$ \_\_\_\_\_

PPAMS Membership      \$150      \$ \_\_\_\_\_  
*Membership dues will automatically be charged if you're not currently a member. Membership dues paid via credit card will default to automatic reoccurring renewal payments. Please check here to opt out.*

Sponsorship      \$ \_\_\_\_\_

TOTAL DUE      \$ \_\_\_\_\_

# 2021 PPAMS Road Show

## PAYMENT INFORMATION:

### EXHIBITOR PAYMENT CONSIDERATIONS:

*Due to the ongoing complications from the Covid-19 pandemic, we realize that budgets are tight and have made several special considerations regarding payment. We are also happy to work with exhibitors on an individual basis if further assistance is needed.*

- Your show fees can be split over several months as long as they are paid in full by July 1, 2021. If you haven't set up a payment plan, fees are due when you reserve your space.
- Exhibitors have until March 1, 2021 to cancel and receive a refund. If a refund is requested, a 20% administrative fee will be deducted, otherwise we will credit 100% to a future PPAMS show or event.
- Cancellations after March 1, 2021 will receive a credit for a future PPAMS show or event, less a 20% administrative fee.
- In the event the show is cancelled, exhibitors will be given the option of a refund or applying the money towards a future PPAMS show or event.

### PAYMENT OPTIONS:

- I'm mailing a check.
- Charge the card below for the full amount today.
- Charge the card below for the full amount on \_\_\_\_\_ (choose any date between now and March 19, 2021)
- Contact me to set up a payment plan.
- Send me an invoice.

### CREDIT CARD INFORMATION:

*For credit card payments, we accept MasterCard, Visa and American Express.*

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ 3-Digit Code: \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Address (bill is mailed to): \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PLEASE SEND COMPLETED CONTRACT WITH PAYMENT TO:

email to [show@ppams.com](mailto:show@ppams.com) • mail to PPAMS, PO Box 290961, Nashville, TN 37229 • fax to 931-695-5441