



## General Information

### **Date & Location**

Tuesday, October 6, 2020

Hugh's Culinary, 4351 NE 12<sup>th</sup> Terrace, Oakland Park, FL 33334

### **Schedule**

Monday, October 5, 2020

5-8pm Exhibitor Setup

Tuesday, October 6, 2020

7-9:30am Exhibitor Setup

9:30-10am Show Open to Distributors Only

10am-2pm Show Open to Distributors and Clients

### **Space & Cost**

GCPPA PromoCon is a "table top" show. Each exhibitor will have an 8' table. Some electricity is available, please specify on your booth contract if you need electricity (\$75 charge). 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. The first table is \$495 and additional tables are \$250. Additional rack spaces are \$225. Premium locations can be guaranteed for an additional \$100.

You must be a member of GCPPA to exhibit at this show.

### **Distributor Attendance**

This event is designed to attract a large number of distributors – young and old. The event is free for all GCPPA distributor members to attend. Distributor members can bring their clients to the show for \$10 per client. Non-members can attend the show by paying a guest fee and cannot invite clients. We're advertising the show to members and prospects of GCPPA and PPAI.

### **Shipping**

Shipments to Hugh's Culinary for the show will NOT be accepted prior to Wednesday, September 30, 2020. Standard carriers only – no pallets. Exhibitors will be charged \$15 per box or container for anything shipped to the venue.

Ship to:

Hugh's Culinary

ATTN: GCPPA Show / EXHIBITOR NAME

4351 NE 12<sup>th</sup> Terrace

Oakland Park, FL 33334

### **Hotel:**

**Courtyard by Marriott Fort Lauderdale East / Lauderdale-by-the-Sea (1.4 miles)**

5001 N. Federal Highway

Fort Lauderdale, FL 33308

954-771-8100

*We do not have a block of rooms at this hotel and recommend that you reserve your rooms as soon as possible.*

### **Contact Information**

Mark Farrar, executive director, 561-766-0877 phone, 931-695-5441 fax, [mark@gcppa.org](mailto:mark@gcppa.org) email



## Show Rules

**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 Gold Coast Promotional Products Association (GCPPA).

**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 GCPPA:** 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:** Because of the uncertainty surrounding the Coronavirus (COVID-19), exhibitors can cancel their space on or before September 6, 2020 and receive a full refund of show fees.

**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 GCPPA, 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 GCPPA, 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.

**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.

**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.

GCPA 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.

**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 GCPA; (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.

**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 Florida 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.



## COVID-19 ACTION PLAN FOR PROMOCON

*Updated July 14, 2020*

GCPPA PromoCon will be conducted in compliance with all Federal, Florida and local laws and requirements with respect to COVID-19. We urge all persons who plan on attending to become familiar with the Action Plan. These rules are subject to change or modification.

### **SAFETY CONSIDERATIONS:**

- Exhibit space will be limited to 50% capacity. We'll utilize the back room in addition to what we used last year. This essentially allows us to double our space while limiting the number of exhibitors to the same number we had in 2019.
- There will be an empty 8' space between each exhibitor.
- The aisles will be wider and have one-way traffic flow.
- There will be hand sanitizer stations on each aisle.
- Exhibitors will be required to wear a mask during the show and will have their temperature checked on arrival.
- Attendees will be required to wear a mask during the show.
- Attendees must pre-register.
- Pre-event emails and messaging will remind people to stay at home if they're sick or exhibit any symptoms of COVID-19.
- Signage to promote social distancing will be utilized throughout the show.
- Signage will be posted regarding all applicable federal, state and local regulations, requirements and orders as well as CDC guidelines as they relate to mass gatherings.
- Exhibitors are encouraged to use disinfectant wipes on products that are touched frequently.
- GCPPA will notify attendees via email if we become aware of any individual who was present at the show and tests positive for COVID-19 within 14 days of the conclusion of the show.

### **ACCESS TO THE SHOW:**

- Only individuals who have been invited and pre-registered may attend the show. This show is not open to the general public.
- Anyone with a temperature of 99.5° F or higher may not enter the facility. All volunteers, staff and exhibitors are required to have their temperature checked prior to entering.
- Anyone who:
  - exhibits COVID-19 symptoms,
  - has tested positive for COVID-19 within the last two weeks, or
  - has been in contact with someone who has tested positive for COVID-19 within the last two weeks\*cannot enter the facility.

*\*Exception: Healthcare personnel who have treated patients using appropriate medical-grade PPE during the course of performing professional duties are exempted from this restriction.*



## 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.*

**Drink Sponsor** (\$500)

*Talk about good will! This sponsorship underwrites the cost of beverages for all show attendees. Your company will be listed as the drink sponsor in all pre-show materials and at the show.*

- Your company logo will be on all signage for the drink stations.
- You have the option of providing branded napkins.
- A 6 month banner ad on our website.
- One full page ad in the online show directory.
- Your company name and logo will appear on sponsor and registration signage at the show.

**Registration Sponsor** (\$1,500)

*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.*

- 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.
- Your company name and logo will appear on sponsor and registration signage at the show.

**Product Sponsors**

*Product sponsors are needed for:*

- Bags
- Floor Decals
- Signage
- Masks or Face Covering
- Hand Sanitizer (individual)
- Hand Sanitizer Stations
- Pens
- Notebooks

To take advantage of these sponsorship opportunities, contact Mark Farrar at 561-766-0877 or [mark@gcppa.org](mailto:mark@gcppa.org)



# 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: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

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:**

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*

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:

**COMPANY NAME:** \_\_\_\_\_

**RESERVE THE FOLLOWING:**

- First Standard 8' Table @ \$495 \$ \_\_\_\_\_
- First Premium 8' Table @ \$595 \$ \_\_\_\_\_
- Additional 8' Tables Qty. \_\_\_\_\_ @ \$250 each \$ \_\_\_\_\_
- Additional Rack Spaces (8' space / no table) Qty. \_\_\_\_\_ @ \$225 each \$ \_\_\_\_\_
- Electric Hookup @ \$75 \$ \_\_\_\_\_
- Boxed Lunch Qty. \_\_\_\_\_ @ \$20 each \$ \_\_\_\_\_
- Membership Dues (will be charged if not already paid) @ \$150 \$ \_\_\_\_\_
- Sponsorship Level: \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL DUE** \$ \_\_\_\_\_

**LOCATION REQUEST:**

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**COMPANY NAME:** \_\_\_\_\_

**EXHIBITOR PAYMENT CONSIDERATIONS:**

*Due to the uncertainty surrounding the COVID-19 pandemic, we are pleased to extend the following considerations to our exhibitors.*

- Exhibitors who exhibited at any GCPPA show in 2019 can register for PromoCon without paying up front. Payment can be split over several months as long as its paid in full by the end of the year.
- New exhibitors who did not exhibit in 2019 will be required to pay a \$200 deposit when they register. The remaining balance can be split over several months as long as its paid in full by the end of the year.
- Exhibitors have until September 6, 2020 to cancel and receive a full refund. Cancellations after this date will receive a credit for a future GCPPA show or event.
- In the event the show is cancelled, exhibitors will be given the option of a refund or applying the money towards their 2021 dues or a future GCPPA show or event.

**PAYMENT SCHEDULE:**

- Please run my card for the full amount on \_\_\_\_\_(date)
- Please run my card per the payment schedule below.
- Please run my card for the \$200 deposit now and the remainder as scheduled below.

Schedule:

Amount: _____	Date: _____
Amount: _____	Date: _____
Amount: _____	Date: _____
Amount: _____	Date: _____
Amount: _____	Date: _____

**PAYMENT INFORMATION:**

Payment Method: \_\_\_\_\_ Check Enclosed, \_\_\_\_\_ MasterCard, \_\_\_\_\_ Visa, \_\_\_\_\_ American Express

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC 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@gcppa.org](mailto:show@gcppa.org) • mail to GCPPA, PO Box 2328, Shelbyville, TN 37162 • fax to 931-695-5441