



SEAA 2026 ANNUAL CONFERENCE June 8-10, 2026

EXHIBITOR PACKET

Hello 2026 SEAA Exhibitors,

Thank you for your support of the Southeast Acquirers Association, and your upcoming participation at the SEAA 25th Anniversary Conference! Please review the important information in this packet.

NOTICE: ALL TABLES MUST BE SET UP BY 1:00 PM ON MONDAY, JUNE 8th.

EXHIBIT HALL OPENS AT 2:00 PM ON MONDAY, JUNE 8th.

Conference Venue and Dates

FONTAINEBLEAU MIAMI BEACH

4441 Collins Avenue | Miami, FL 33140

Exhibit Dates: June 8th & 9th

Exhibitor Planning Call

SEAA will host an Exhibitor Planning Call through Zoom to review all of the details included in this packet, as well as any questions you may have. We strongly encourage all exhibitors to attend live, particularly those participating in SEAA for the first time. The call is the fastest way to get your questions answered and connect with our team before the show. If you are unable to join the call, a recording link will be sent the following day.

Date: Monday, May 4th

Time: 9:00 a.m. PT / 11:00 a.m. CT / 12:00 p.m. ET

Registration Link: https://us02web.zoom.us/webinar/register/WN_jnx8EO9jRtmEsPDa5uCzVw

Exhibitor Participant Registration

If your company is registered as an Exhibitor Company or a Sponsor at SEAA 2026, any registrants attending with that company or a subsidiary company must register as an Exhibitor Participant. Each Exhibitor Company registration includes 2 Exhibitor Participant registrations. Additional participants may be registered at \$300 each through the Exhibitor Center. The primary contact of each Exhibitor Company & Sponsorship has access to their company's Exhibitor Center to register their team, or to share a link so Exhibitor Participants can register themselves under the company. If you need assistance accessing the link to register under your company's Exhibitor Center, please email registration@southeastacquirers.com.

If you or a member of your team register incorrectly as an Attendee, your registration will be changed to Exhibitor Participant and there will be a balance due in your record.

Exhibitor Important Dates

Friday, May 15th

- Alliance Exposition (reference pages 4-5) begins accepting packages and materials at the advance shipment warehouse for use at the show. Refer to package and material shipping instructions in this packet.

Monday, May 18th

- Sponsors receive first pre-show registration list

Tuesday, May 26th

- Sponsors, Exhibitor Companies and Roaming Exhibitors receive pre-show registration list

Monday, June 1st

- Last day for all packages and materials to arrive at the Alliance Advance Shipment Warehouse.

Monday, June 8th

- Exhibitor table set-up: 9:00 a.m. – 1:00 p.m. **Must be complete by 1:00 p.m. – NO EXCEPTIONS**
- Exhibit Hall Open: 2:00 p.m. – 4:00 p.m.
- Opening Reception: 5:00 p.m. – 6:30 p.m. in the Exhibit Hall

Tuesday, June 9th

- Exhibit Hall Open only for Exhibitors to refresh table: 8:30 a.m. – 9:00 a.m.
- Exhibit Hall Open with Continental Breakfast: 9:00 a.m. – 10:45 a.m.
- Exhibit Hall Open: 2:00 p.m. – 4:00 p.m.
- Closing Reception: 5:30 p.m. – 7:00 p.m. in the Exhibit Hall **No tear-down before 7:00 pm**
- Move-out and table tear-down: 7:00 p.m. – 9:00 p.m.

****There is no access to the Exhibit Hall on Wednesday, June 10th.**

Exhibitor Space and Table Restrictions

In order to preserve the casual atmosphere and promote conversation, the SEAA allows standard size banner or table-top displays only, not to exceed 72" high on top of the table. Each table will be set with a linen provided by the hotel. Exhibitors are welcome to bring a custom tablecloth or table runner to enhance their display. All exhibit materials brought to SEAA must fit on top of a standard exhibit table, which measures 6' x 30", and no displays permitted on the floor next to, in front of or behind the table. If you have a display that is double sided, the backside must be covered since all tables back up against each other.

Exhibitor Set-Up, Storage of Materials & Tear Down

As noted above, Exhibitor set-up will take place from **9:00 a.m. – 1:00 p.m. on Monday, June 8th**.

Upon entering the Exhibit Hall, your table will have a document that includes company name, table # and WiFi password. If your package(s) include the label provided in this packet and shipped to the Alliance warehouse, they will be placed on or next to your assigned table on Monday, June 8th. You also have the option to walk your items into the Exhibit Hall and bring to your table.

SEAA has reserved 3 small rooms (Ripple, Swirl, Rush) close to the Exhibit Hall to store large crates, pallets and boxes. Exhibitors are also welcome to store their boxes under their table, only if everything fits under the table. Nothing is permitted to be stored next to the table or behind the table.

If an Exhibitor display is torn down before 7:00 p.m. on Tuesday, June 9th, the Exhibitor will be notified and must immediately correct the violation. Failure to do so could result in the Exhibitor being banned from participation in future SEAA conferences. Registration as an Exhibitor for the SEAA conference is understood to be an exhibitor's acceptance of the exhibit hall rules. Travel arrangements must be made to follow the set-up and tear down timeline and guidelines.

Participant Information

All registered and paid Exhibiting Companies & Sponsors will receive a complete list of the registered participants prior to the show on **Tuesday, May 26th** and after the show, no later than **Friday, June 19th**. Sponsors will receive an additional pre-show list on **Monday, May 18th**.

Please use this data responsibly and in accordance with applicable data privacy laws. Any Exhibiting Company that fails to comply with applicable data privacy laws, abuses the data provided (spamming, etc.) or fails to abide by a participant's request to unsubscribe from future communications will be barred from participating at future SEAA conferences.

Door Prizes

We are allowing exhibitors to manage the give away process by collecting participant data at your table, selecting the winner of your prize and communicating to the winner directly. We will not be announcing winners from the DJ stage, in order to allow as much networking time as possible during the Closing Reception.

****Door prizes must be small enough to pack in a suitcase, unless you plan to ship the prize to the winner after the show.***

Order Placement for Additional Items

Power

Each table will have an accessible electrical outlet. If multiple devices at your table require electricity, be sure to include a power strip with your inbound shipment.

Internet & Audio Visual Needs

SEAA will provide complimentary WiFi in the Exhibit Hall. The WiFi network and password will be provided on a document left on your table. Payment for additional services is at the expense of the Exhibitor. If a hard-wired Internet connection or other special audio visual needs are required for your table (i.e. a computer, printer, monitor, etc.), please order through the [Pinnacle Live Order Form](#).

Lead Retrieval

If you wish to capture contact information while at the conference, you can order lead retrieval through [My Expo Leads](#). Once a product is selected and paid for, you can follow the [LeadPodPro Tutorial](#) for easy download and instructions.

Security

The Southeast Acquirers Association and Fontainebleau Miami Beach are not responsible for property brought to or stored on the hotel premises by Exhibitors. Exhibitors are advised to arrange for insurance on all property brought to the hotel for the SEAA 2026 Annual Conference. Exhibitors should ensure that items of value are secured overnight and during hours when the Exhibit Hall is closed. These items should not be left in the Exhibit Hall.

Unauthorized Offers

SEAA has not authorized ANY third party to assist with hotel reservations or sell exhibitor/attendee lists.

Always book through the official SEAA 2026 hotel landing page, or by calling 305.538.2000 and identifying yourself as part of the SEAA 2026 conference.

Please report any suspicious emails or calls to SEAA immediately by contacting info@southeastacquirers.com. The SEAA Board & AC maintains a list of known solicitors, and can provide guidance to those who want more information.

INBOUND & OUTBOUND SHIPPING INFORMATION

Alliance Exposition is the company SEAA is partnering with to receive all exhibitor shipments in advance at the local warehouse. This service is referred to as Material Handling, also commonly called Drayage.

INBOUND SHIPPING

- SEAA is covering the cost of ***inbound*** Material Handling, so long as all shipments arrive at the Alliance Advance Shipment Warehouse between **Friday, May 15th - Monday, June 1st**.
- When ordering the inbound Material Handling for the Advance Shipment Warehouse, the weight (CWT) can be estimated, and under "Instructions", input how many packages you are shipping as well as provide the tracking number.
- For any Exhibitors shipping outside of the advance warehouse deadlines above, they will have to select early/late arrivals under Material Handling and pay the amount due.
- Please refer to the event portal for details and advance shipping labels. The shipping label includes specific information, such as "c/o Alliance," so please make sure to print and affix this specific label to each package.

CWT

Instructions

Tracking Number

OUTBOUND SHIPPING

- In order to leave your packages ship ready at your table, a completed Alliance Expo Bill of Lading (BOL) is required for each destination you are shipping to.
- The BOL must include a contact cell phone and the number of packages being shipped out.
- If you plan to ship your items directly through the FedEx office at the Fontainebleau, you must personally bring your items to FedEx during business hours.

ALLIANCE EVENT PORTAL

An email will be sent to the primary contact of each Exhibitor Company, with instructions on how to log into the Alliance event portal for all inbound and outbound shipping details. As a reminder, the primary contact is the individual who registered the Exhibitor Company or Sponsorship.

The initial email campaign inviting exhibitors to log into the event portal will be sent from ExhibitorAssistance@alliance-exposition.com. The sender name will be Alliance Nationwide Exposition. This is your official point of contact for all inbound and outbound shipping. *Do not ignore it.*

EXISTING USERS

For exhibitors who are existing users in Alliance OnLine from prior events, you will be prompted to log in using your existing credentials. This is your email address and the password created in the past to access the AOL site. If you do not recall your password, there is a reset button on the login page.

NEW USERS

For exhibitors who are new users in Alliance OnLine, the email campaign will intuitively prompt you to create a password prior to linking you to the event portal.

CONTACT

Alliance Exhibitor Services | 888.528.2011
ExhibitorAssistance@alliance-exposition.com

SHIPPING LABEL

These labels are provided for your convenience. Please place one on each piece shipped to ensure proper delivery. If more than two labels are needed, please make copies and update the number of pieces.

Alliance Nationwide Exposition

RUSH

Must Arrive Between Fri May 15 2026 - Mon Jun 1 2026

A D V A N C E W A R E H O U S E

SEAA 2026 Annual Conference

TO: _____ (Exhibitor)

BOOTH: _____

c/o Alliance Exposition
7455 Emerald Dunes Dr
Bldg G, Ste 600
Orlando, FL 32822

CARRIER _____

NO PCS: _____ of _____

Alliance Nationwide Exposition

RUSH

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