



SEAA 2022 ANNUAL CONFERENCE

Loews Atlanta Hotel | June 13-15, 2022

EXHIBITOR PACKET

Hello 2022 SEAA Exhibitors,

Thank you for your support of the Southeast Acquirers Association! The SEAA Annual Conference is taking place over the dates of June 13-15, 2022. Please review the important information in this packet.

Conference Venue and Dates

Loews Atlanta Hotel
1065 Peachtree Street NE
Atlanta, GA 30309

Exhibit Dates: June 13th & 14th

Exhibitor Planning Call

SEAA will host an Exhibitor Planning Call to review all of the details included in this packet, as well as any questions you may have. An invite will be sent at a later date, but please note this information in your calendar. If you are unable to join the call, a recording link will be sent the following day.

Date: Monday, May 23rd

Time: 9:00am PT / 11:00am CT / 12:00pm ET

Zoom Link: [CLICK HERE](#) // **Password:** 786565

Exhibitor Important Dates

Friday, May 13th

- Table assignments emailed to the primary contact of each Exhibitor Company.

Wednesday, June 1st

- Freeman 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.

Wednesday, June 8th

- Last day for all packages and materials to arrive at the Freeman advance shipment warehouse.

Monday, June 13th

- Exhibitor table set-up: 10:00 AM – 4:00 PM
***Set-up must be complete by 4:00 PM – NO EXCEPTIONS*
- Opening Reception: 5:00 PM – 6:30 PM in the Exhibit Hall

Tuesday, June 14th

- Exhibit Hall hours of operation (subject to change) are as follows:
- Exhibit Hall Open only for Exhibitors to refresh table: 8:30 AM – 9:00 AM
- Exhibit Hall Open to all Attendees with Continental Breakfast: 9:00 AM – 10:45 AM
- Exhibit Hall Open: 2:00 PM – 4:00 PM
- Closing Reception: 5:30 PM – 7:00 PM
- Move-out and table tear-down: 7:00 PM – 9:00 PM **(NO TEAR-DOWN BEFORE 7:00 PM)**
***All exhibit materials must be packaged, ship ready and left on your table by 9:00 PM.*

Wednesday, June 15th

- All carriers (FedEx, UPS, DHL, etc.) must be scheduled by Exhibitors to pick-up packages by 10:00 AM or Freeman will bring packages back to the warehouse and ship from there.
- Breakfast at your leisure in Saltwood at Loews Atlanta Hotel: 7:00 AM – 11:00 AM.

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.** 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.

Exhibitor Set-Up & Storage of Materials

As noted above, Exhibitor set-up will take place from **10:00 AM – 4:00 PM on Monday, June 13th.** Upon entering the Exhibit Hall, your table will have a document that includes company name, table # and WiFi password. If your packages include the label provided in this packet and shipped to the Freeman warehouse, they will be placed on or next to your assigned table on Monday, June 13th. You also have the option to bring your items with you, and if you require assistance, hotel staff can be available.

SEAA will provide the VIP Office for Exhibitors 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.

Participant Information

All registered and paid Exhibiting Companies will receive a complete list of the registered participants both before and after the conference. 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.

Table Assignments

Table assignments will be emailed to the primary contact of each Exhibitor Company by Friday, May 13th. The SEAA Exhibit team works diligently to not assign competing companies near each other. Sponsors are provided with preferential table locations.

Door Prizes

If you plan to give away a door prize, please notify Megan White by **Friday, June 3rd** via email at megan@cypressplanninggroup.com. It will be noted in the App to help encourage attendees to visit your table. You may collect participant data at your table and an SEAA representative will read the name of the winner during the Closing Reception. Please bring your prize and the winning draw to the center stage where the DJ will be performing by **6:30 PM on Tuesday, June 14th**.

****Door prizes must be small enough to pack in a suitcase.***

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. 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 complete the Encore Exhibitor Form included in this packet, and return to Madeleine Evans at madeleine.evans@encoreglobal.com. Payment for these additional services require completing the included form.

Lead Retrieval

If you wish to capture contact information while at the conference, please refer to the Lead Retrieval Order Form included in this packet for details and cost. Pricing is available per license (user) or sold in bundles. To download this feature to your IOS or Android device, complete the order form by **Friday, May 27th** to take advantage of the discount, and return to American Tradeshow Services at orders@american-tradeshow.com.

Security

The Southeast Acquirers Association and Loews Atlanta Hotel 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 2022 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.

Action Items

1. Participate in the SEAA Exhibitor Call on **Monday, May 23rd at 12:00 PM EST**.
2. If additional Audio Visual items are required at your table, complete the included Encore form and return to Madeleine Evans at madeleine.evans@encoreglobal.com.
3. Complete the included Lead Retrieval form and email to American Tradeshow Services at orders@american-tradeshow.com by **Friday, May 27th**.
4. Ship packages to Freeman Advance Shipment Warehouse to arrive between **Wednesday, June 1st - Wednesday, June 8th**.
5. Inform Megan White at megan@cypressplanninggroup.com of your Door Prize by **Friday, June 3rd**.

HEALTH AND SAFETY

Stay informed on Products, Services and Resources that will help you plan for a safe return to your next event. [Click Here](#) for our Health and Safety Resources.

BOOTH EQUIPMENT

Each 6' x 30" table will include tablecloth, power, and WIFI.

EXHIBIT HALL CARPET

The exhibit area is carpeted.

EXHIBITOR FREQUENTLY ASKED QUESTIONS

For more information and helpful hints on products and services, ordering and invoicing, shipping your freight, and other top questions, please visit [FreemanOnline FAQ page](#).

SHOW SCHEDULE

EXHIBITOR MOVE-IN

Monday	June 13, 2022	10:00 AM - 4:00 PM
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EXHIBIT HOURS

Monday	June 13, 2022	5:00 PM - 6:30 PM
Tuesday	June 14, 2022	9:00 AM - 10:45 AM
Tuesday	June 14, 2022	2:00 PM - 4:00 PM
Tuesday	June 14, 2022	5:30 PM - 7:00 PM

EXHIBITOR MOVE-OUT

Tuesday	June 14, 2022	7:00 PM - 9:00 PM
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EXHIBITOR SERVICE HOURS

Our Exhibitor Services team will be available from 8AM - 5PM from the first day of Exhibitor Move-in to the last day of Exhibitor Move-out. Hours may be extended the day before show open and the day of show close to assist with additional exhibitor needs.

DISMANTLE AND MOVE-OUT INFORMATION

There will be no Exhibitor Move-out before Tuesday, June 14, 2022 at 7:00 PM. It is the responsibility of the exhibitor to have all packages and shipments labeled with a carrier slip (i.e. FedEx, UPS, DHL, etc) for outbound shipping. To ensure all exhibitor materials are removed from the exhibit hall, please have all carriers check-in by Wednesday, June 15, 2022 at 9:00 AM. In the event your selected carrier fails to show by 9:00 AM on June 15, 2022 or if you have not arranged for carrier pickup from the hotel, Freeman will bring your packages and shipments to the warehouse and ship out from there.

POST SHOW PAPERWORK AND LABELS

Our Exhibitor Support Department will gladly prepare your outbound Material Handling Agreement and labels in advance. Complete the Outbound Shipping form and your paperwork will be available at show site. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

SERVICE CONTRACTOR CONTACTS / INFORMATION:**FREEMAN EXHIBIT TRANSPORTATION**

(800) 995-3579 Toll Free US & Canada or +1 (512) 982-4187 or +1 (817) 607-5183 Local & International Shipping Services or fax +1 (469) 621-5810 or email exhibit.transportation@freeman.com

SHIPPING INFORMATION

Warehouse Shipping Address:

Exhibiting Company Name / Booth # _____

SEAA 2022 Annual Conference

C/O Freeman

841 Joseph E Lowery Blvd NW

Atlanta, GA 30318

Freeman will accept crated, boxed or skidded materials beginning Wednesday, June 01, 2022, at the above address. Material arrival deadline is Wednesday, June 08, 2022.

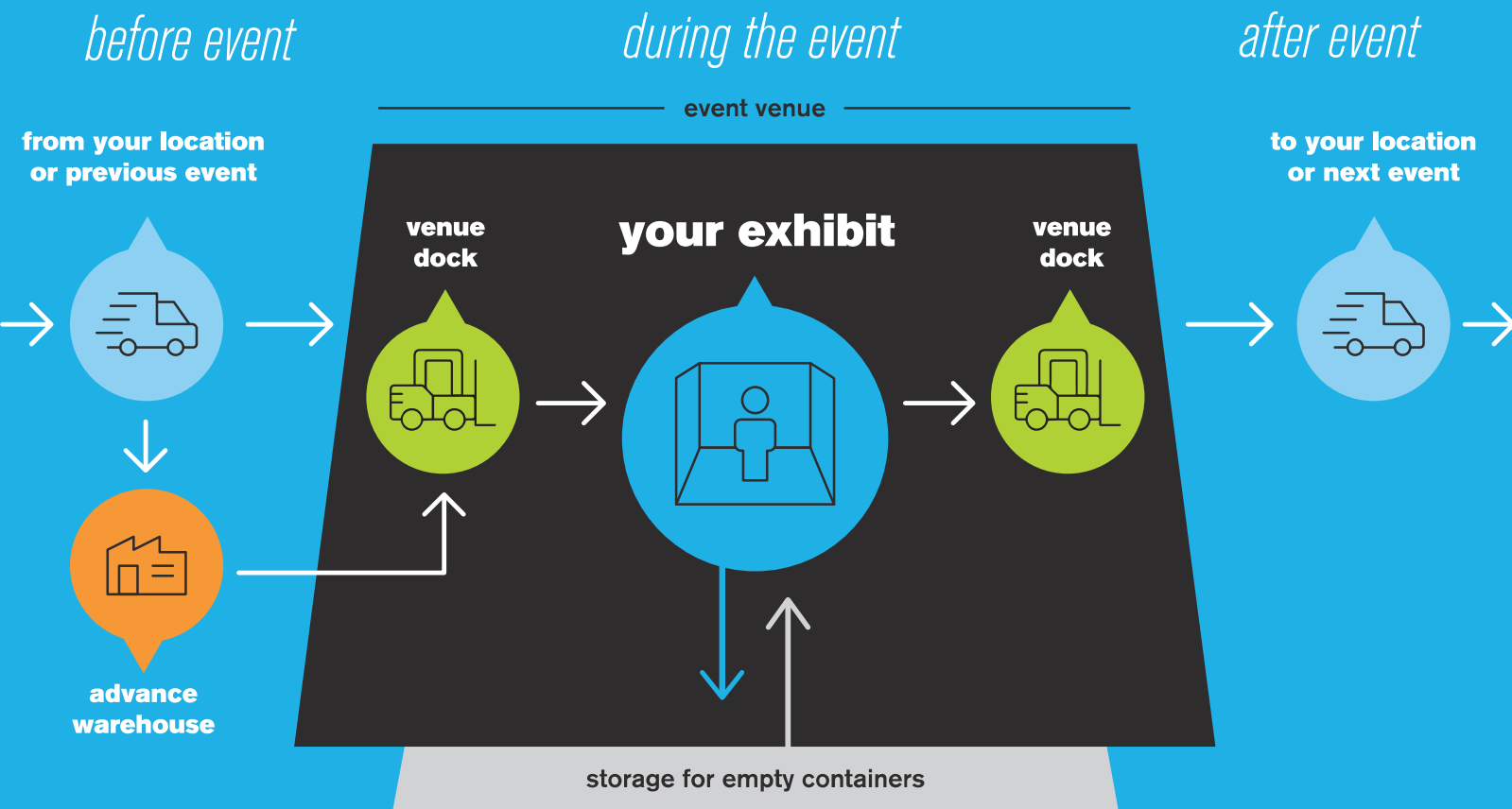
Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108" H x 93" W. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM - 3:30 PM. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: (888) 508-5054.


ATLANTA BASIC FIRE CODE REGULATIONS

The information listed below does not cover all ordinances and regulations contained in the City of Atlanta Fire Prevention Code, but is an outline of the basic rules, which apply to places of public assembly.


1. All drapes, curtains, table coverings and skirts, carpet or any materials used in exhibits must be flame retardant. All such material is subject to inspection and flame testing by the Fire Marshall.
2. Fire fighting and emergency equipment may not be hidden or obstructed, including fire extinguishers and fire hose cabinets, fire alarm pull stations and standpipes.
3. Crates; wooden or cardboard boxes, packing materials, etc., may not be stored in exhibit halls, meeting rooms, exit areas or behind exhibit booths.
4. Crate storage is the responsibility of the appropriate service contractor.
5. Only a one (1) day supply of operational and advertising material may be stored inside the exhibit.
6. Under no circumstances, including move-in and move-outs, will crate storage or equipment be permitted to obstruct emergency exits from any area of the building. **This requirement will be strictly enforced.**
7. Exhibitors must notify the Service Contractor and the Atlanta Fire Department when planning to display a vehicle with a gasoline engine inside the facility. The following requirements will apply; **A)** Maximum of a 1/8 of tank of gas; **B)** All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors; **C)** At least one battery cable shall be removed from the batteries used to start the vehicle engine; **D)** The disconnected battery cable shall then be taped; **E)** Fueling or de-fueling of vehicles shall be prohibited in the facility; **F)** Vehicles shall not be moved during show hours.
8. All electrical equipment must be UL approved.
9. All emergency exits, hallways and aisles leading from the building are to be kept clear and unobstructed.
10. The use of welding equipment, open flames or smoke-emitting materials as part of an exhibit is prohibited.
11. The use of liquefied petroleum gases inside the building is strictly prohibited.
12. All appliances fired by natural gas must be approved by the Atlanta Fire Marshall. The following requirements will apply; **A)** only one (1) container allowed per demonstration. If more than one required, the containers shall be separated a minimum of 20 feet; **B)** containers shall be promptly removed from the building when the demonstration is terminated each day; **C)** A 10BC Fire extinguisher shall be provided at each location by the exhibitor. The Exhibiting Company must obtain approval from the facility.
13. **NO** curtains, drapes or decorations shall be hung in such manner as to cover any exit signs.
14. Artificial lighting such as lanterns and candles are prohibited.
15. Local jurisdiction prohibits the use of any temporary ceiling structures (hard panel, tent, fabric, etc.) to be displayed that is not protected by an approved sprinkler system.

ATLANTA FIRE MARSHALL OFFICE
(404) 546-7000






advance warehouse
where exhibit materials are stored before an event



shipping
transport to the venue's shipping dock then from the shipping dock to the next event or customer location



material handling
move items from the dock, to the exhibit, back to the dock after the show



Freeman¹

RUSH

DO NOT DELAY

RECEIVING DATE BEGINS:

DEADLINE DATE IS: JUNE 08, 2022

TO: _____

EXHIBITOR NAME

C/O: Freeman

841 Joseph E Lowery Blvd NW

Atlanta, GA 30318

WAREHOUSE

(513447)

EVENT: SEAA 2022 Annual Conference

BOOTH NO: _____ NO. _____ OF _____ PCS



Freeman¹

RUSH

DO NOT DELAY

RECEIVING DATE BEGINS: JUNE 01, 2022

DEADLINE DATE IS: JUNE 08, 2022

TO: _____

EXHIBITOR NAME

C/O: Freeman

841 Joseph E Lowery Blvd NW

Atlanta, GA 30318

WAREHOUSE

(513447)

EVENT: SEAA 2022 Annual Conference

BOOTH NO: _____ NO. _____ OF _____ PCS

THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE.
PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY.
IF MORE LABELS ARE NEEDED, COPIES ARE ACCEPTABLE.

UNION JURISDICTIONS GEORGIA

To assist you in planning for your participation in this upcoming exposition, we are certain you will appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction of the various unions, we ask that you read the following:

EXHIBIT INSTALLATION AND DISMANTLING:

Currently we have an agreement with the Local IATSE Union to provide labor for display installation and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without the assistance of this Local. Any labor services that may be required beyond what your regular full time employees can provide must be rendered by the Union or an Exhibitor Appointed Contractor. Labor can be ordered in advance by returning the Display Labor Form, or at show site, at the Freeman Service Center.

MATERIAL HANDLING:

Exhibitors and full time employees of exhibiting companies may hand carry their own materials into the exhibit facility. However, the use or rental of dollies, flat trucks, pallet jacks or other mechanical equipment is not permitted. Freeman has the responsibility of receiving and handling all exhibit materials and crates, with the exception of items Exhibitors hand carry. Freeman will control access to the loading docks in order to provide for a safe and orderly move in/out. Unloading or reloading at the dock of any and all contracted carriers will be handled by Freeman.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense.

Fire Marshal regulations absolutely prohibit the storage of empty containers in the exhibit hall. Arrangements have been made with Freeman to store empty crates and containers. Please refer to the Material Handling section of this manual for information regarding the handling of empties, disposal of skids, etc.

GRATUITIES:

Tipping is expressly prohibited. This includes such practices as giving money, merchandise or other special consideration for services rendered. Please do not give breaks other than mid-morning and mid-afternoon, when the union has a scheduled 15 minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee should be reported immediately to the Exhibit Manager or a Freeman Supervisor.

SAFETY:

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Freeman cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order the appropriate labor on the Display Labor Form and the necessary ladders and tools will be provided.

F R E E M A N

LEAD RETRIEVAL 101

How are you capturing and following up with all of the leads collected at your booth?

"Maximize your ROI by using ATS Lead Retrieval services."

Badges at events act as a form of identification and most importantly, electronic business cards. In an effort to streamline session attendance tracking & exhibitor lead capture show managers incorporate QR barcodes fully encoded with attendee contact info as well as important demographic data allowing the exhibitors to easily qualify and follow up.

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Why use event provided Lead Retrieval services?

- Easy to scan & capture attendee contact + key demographic information.
- Digital qualifiers & note taking
- Lead data available in real-time & post event (saved in Cloud for up to 18 months)
- Onsite technical support included
- Easily manage your exhibit booth team's leads
- Customization and seamless integrations into your existing CRM system available.



ATS AMERICAN
TRADESHOW SERVICES



2022 Southeast Acquirers Association
June 13-15, 2022
Loews Midtown | Atlanta, GA



LEAD RETRIEVAL ORDER FORM

DISCOUNT DEADLINE: FRIDAY, MAY 20, 2022



Use your own
IOS or Andoid
Devices

LeadsPlus™ App

Click here to
ORDER ONLINE



- Instantly capture attendee contact info! Just "Point and Scan" the badges QR Code
- Leads stored in the cloud for up to 60 months
- Personalize Leads by using our "Custom Qualifiers" with the ability for note taking
- Real-time lead data & analytics make following up a breeze; easy and efficient

ITEM	DIS.DEADLINE	SHOWRATE	QTY	SUBTOTAL
LeadsPlus App (First License)	\$259.00	\$ 309.00	_____	\$ _____
LeadsPlus App (Additional License)	\$ 99.00	\$ 149.00	_____	\$ _____
LeadsPlusAppBundles:				
2 Pack	\$ 299.00	\$ 349.00	_____	\$ _____
3 Pack	\$ 399.00	\$ 449.00	_____	\$ _____
4 Pack	\$ 499.00	\$ 549.00	_____	\$ _____

(PLEASE PRINT)

BOOTH NO. _____

COMPANY _____

EMAIL(S) _____

ADDRESS _____

CITY, STATE, ZIP, COUNTRY _____

ORDER CONTACT _____

PHONE NO. _____

ONSITE CONTACT _____

ONSITE CELL PHONE _____

CREDIT CARD NO.: ☐ AMERICAN EXPRESS ☐ MasterCard ☐ VISA

CARDHOLDER NAME: _____

EXPIRATION DATE: _____ / _____ SECURITY CODE: _____

CARDHOLDER SIGNATURE: _____

Click here to ORDER ONLINE

Username: SEAA2022 | Password: 0520

Sub-Total = \$ _____

Add FCRA Sales Tax +8.90% _____

Total Due (in US Funds)= \$ _____

Visit Us at: www.american-tradeshow.com Email Orders to orders@american-tradeshow.com

Questions? Please call 85-240-5507 Fax: 985-809-1888

Mail Checks to: ATTN - American Tradeshow Services | 217 General Patton Ave. Mandeville, LA 70471

NAME OF CONFERENCE		START DATE	END DATE	# OF EVENT DAYS
COMPANY NAME	ON-SITE CONTACT NAME & NUMBER		ROOM/ BOOTH NAME/NUMBER	
BILLING ADDRESS		CITY & STATE		ZIP CODE
DELIVERY DATE	DELIVERY TIME	PICKUP DATE	PICKUP TIME	
ORDERED BY	EMAIL		PHONE	

Email completed form to the Encore Representative listed above.
 Once this request form is submitted, an Encore Representative will contact you for an official order review and signature.
 Labor charges, sales tax, loss damage waiver, and service charges may apply.

MONITOR	QUANTITY	DAILY RATE
30" MONITOR TABLE TOP		\$280.00
55" MONITOR		\$765.00
70" MONITOR		\$910.00
FLOOR STAND		\$85.00
INTERNET	QUANTITY	DAILY RATE
SIMPLE WIFI CONNECTION		\$22.00
HARD LINE CONNECTION		\$200.00
POWER	QUANTITY	SHOW RATE
120V SINGLE PHASE – 20 AMP		\$145.00
120V THREE PHASE – 60 AMP		\$490.00
MISCELLANEOUS	QUANTITY	DAILY RATE
LAPTOP		\$255.00
FLIPCHART PACKAGE		\$80.00

If You Are Experiencing Technical Difficulties On Site
 Please Contact Encore At Extension 0