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## ***EXHIBITOR PROSPECTUS***

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### ***“THE ROARING 2020s AND HEALTHCARE TRENDS”***

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**DATES AND LOCATION:** August 25, 2021 – August 27, 2021 at the Hilton Head Marriot Resort and Spa, One Hotel Circle., Hilton Head SC 29928. (Room block dates August 24 – August 28, 2021). For hotel accommodations, call the Marriott directly at 843-686-8400 and ask for the SCMGMA Conference rate, or use our online link to make your reservation at [www.scmgma.com](http://www.scmgma.com). Click on News and Events on the banner, then choose the dropdown box for the conference, and scroll down to the link provided. **Note: Due to COVID-19, all payments received for the 2020 Conference have been applied to the 2021 Conference. You will not be billed again for the 2021 year.**

**EXHIBITOR CONTRACT:** The exhibitor contract will be processed once full payment has been received. Exhibit space assignments will be noted, but may be released pending payment.

**CANCELLATION POLICY:** Exhibit space cancellations made before August 1, 2021 will receive a full refund minus an administrative fee of \$100.00 per exhibit space. All refund requests must be submitted in writing to the address of this contract. There will be no refunds for cancellations or no shows that occur after August 1, 2021, unless the exhibit space is resold; in which case a full refund will be granted. SCMGMA will make every effort to resell the exhibit space; however, the exhibitor is expected to assist in reselling the space.

**ON-SITE AUTHORIZED EXHIBITOR REPRESENTATIVE:** During show times one representative from your company responsible for ensuring that the exhibit space is staffed, neat, orderly, and that representatives conduct themselves in a professional manner at all times. This representative is expected to communicate with the SCMGMA staff members regarding any concerns with the exhibit space and will approve any additional representatives for their company who may require a name badge. A \$250 fee per representative will be charged for greater than two per exhibit space. We understand how changes in representatives can occur due to unforeseen circumstances. If at all possible, please concern names of representatives at least 15 days prior to the event to ensure accurate information is available for the attendees. We appreciate your helping us have name badges and other materials prepared accurately ahead of time. Note updates not received by this date may not be reflected in printed materials.

**CONFERENCE PRESENTATIONS:** All exhibitors and corporate members are invited to attend all keynote and breakout sessions as desired. ACMPE and AAPC credit will be provided to respective member attendees. Platinum and Gold Corporate Members may be asked to assist with introduction of speakers.

**PROMOTIONAL OPPORTUNITIES:** SCMGMA will recognize exhibitors and sponsors in the following ways:

- (1) Logos of corporate members will be posted on the SCMGMA website;
- (2) Exhibitors will be displayed on a poster during the conference;
- (3) Exhibitor contact information is provided to all attendees;
- (4) Exhibitors and corporate members will be recognized during the Thursday luncheon;
- (5) Exhibitors will be listed on the SCMGMA Facebook page;
- (6) Exhibitors names and company information is listed in the attendee program;
- (7) Exhibitors providing door prizes will be given 5 minutes to introduce themselves, their prize, and recognize their winner (door prize guidelines apply);

**EXHIBITOR SET UP/BREAKDOWN:** Exhibitors may begin setting up after 12:00 p.m. Wednesday, August 25, 2021 provided the space is ready. Exhibitors must register with the SCMGMA staff in order to obtain their registration materials. Breakdown is Friday, August 27, 2021 following the breakfast with attendees.

**BOOTH INFORMATION AND DRAYAGE:** This year we will be using Blue Chip Expo (BCE) for our drayage company. They are local to the Hilton Head area and were recommended by the hotel. Booths will be 6' deep and 10' wide and include standard pipe and drape and one 7' X 44" booth ID sign, two chairs, one wastebasket and one 6' skirted table. Each booth will have 8' high back wall and 3' high side rails. Electrical service will be provided by the hotel.

In addition, BCE will provide the following services as required:

- Receive and store freight 20 days prior to the set-up date
- Deliver exhibit materials to individual booth spaces
- Storage of empty containers through duration of show
- Re-forwarding of freight at conclusion of show
- Access **BCE website to download forms and place orders at [www.bluechipexpo.net](http://www.bluechipexpo.net)**

**EXHIBITOR DATES AND HOURS:** Exhibitors may keep their exhibit space open all day. However, exhibitors are expected to be in attendance at their exhibit space during the prime exhibit hours as listed below. On Wednesday, August 25, representatives are expected to have their exhibit completely setup and be present from 4:00 p.m. – 7:00 p.m. during the Welcome Reception in the Exhibit Hall as well as other times as indicated below.

**Wednesday, August 25, 2021**

1:00 p.m. – 4:00 p.m.	Exhibit booth setup
4:00 p.m. – 7:00 p.m.	Welcome Reception with attendees in Exhibit Hall
7:00 p.m.	Dinner on Your Own

**Thursday, August 26, 2021**

7:30 a.m. – 9:00 a.m.	Breakfast with Attendees in Exhibit Hall
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10:00 a.m. – 11:00 a.m.	Break with Attendees in Exhibit Hall (Group 1)
11:00 a.m. – 12:00 noon	Break with Attendees in Exhibit Hall (Group 2)
12:00 p.m.: – 1:00 p.m.	Recognition Lunch with Attendees. Please have at least one representative from your organization present.
2:15 p.m. – 3:00 p.m.	Break with Attendees in Exhibit Hall
4:45 p.m. – 5:30 p.m.	Governor’s Champagne Toast to Exhibitors in Exhibit Hall, including Exhibitor Door Prize Drawings
7:00 – 10:00 p.m.	Exhibitors and Attendees Enjoy Dancing and Great Food at the <i>Roaring 2020’s Party</i> with DJ Mike Lockaby
<b><u>Friday, August 27, 2021</u></b>	
7:30 a.m. – 9:00 a.m.	Exhibitor Appreciation Breakfast with Attendees in Exhibit Hall
After 9:00 a.m.	Exhibitor Breakdown

**\*REMEMBER TO MAKE ARRANGEMENTS FOR YOUR BOOTH TO BE PICKED UP FROM THE HOTEL AT THE END OF THE SHOW!** SCMGMA is not responsible for booths left at the end of the conference.

**SECURITY:** SCMGMA will not be responsible exhibit material left behind or for valuables left unattended at your exhibit space.

**REGISTRATION MATERIALS:** Registration packets will include (a) name badges; (b) conference program; (c) attendee list; (d) appropriate sponsor ribbons; (e) door prize policy; and exhibitor guidelines.

**CONFERENCE SURVEYS:** A link via survey monkey will be sent to all attendees and exhibitors at the conclusion of the conference. We encourage completion of this survey with your honest and feedback.

**ATTENDEE LISTS:** A pre-conference attendee mailing list, which will be incomplete at that time, will be provided during the month of August. An updated list will be provided in your registration packet on site. Often, attendees may register at the event. Therefore, approximately one month following the conference all exhibitors who attended the conference will receive an updated list that will include all on-site registrants. These lists will include mailing addresses and email addresses of all participants.

**HOTEL ACCOMMODATIONS:** SCMGMA has secured a room block with the Hilton Head Marriott. The rates for hotel rooms are listed along with the dates that the room block is available. All rates are subject to applicable state and local taxes. The link to register for hotel accommodations is posted at [www.scmgma.com](http://www.scmgma.com) under the “News and Events” banner. SCMGMA is under a contract with the hotel and is required to meet the hotel block threshold, so please keep this in mind when making your reservations to help avoid an additional expense to SCMGMA. The hotel rates are included below.

**HOTEL ROOM BLOCK PRICES AND DATES – August 27, 2021 – September 1, 2021**

Start Date	End Date	Room Type	Rate
08/24/2021	08/28/2021	Standard	\$219.00
8/24/2021	8/28/2021	Ocean Front	\$269.00

Resort room rates are subject to applicable state and local taxes (currently **10%**) in effect at the time of check in. All rooms will be subject to a **\$1.75** destination fee, per room, per night.

**DOOR PRIZES:** Thank you for providing door prizes. These should be of at least a \$25.00 value. We will draw for door prizes on Thursday afternoon during the Exhibitor Champagne Toast, August 26, 2021. Winners names will be drawn from collection of attendee business cards who visit your exhibit space. Pre-drawn cards will not be accepted if drawn before getting in line; bring your collection basket with you. In the event the person whose name drawn has already won a door prize, then a second business card will be drawn, as attendees may receive one door prize only in fairness to other attendees. Attendees must be present to win. **Individual special drawings will only be allowed with prior approval from the conference committee.**

**OUTSIDE ACTIVITIES:** Should your company choose to arrange a special event or hospitality suite for SCMGMA conference attendees, this must be approved ahead of time by the SCMGMA Board, and must not be scheduled during a time which may conflict with other conference activities previously planned. Please consider helping SCMGMA by sponsoring an item from the sponsorship list included at the end of the contract. Contact Cindy Ott at 803-387-7864 to discuss your ideas.

**SPACE ASSIGNMENT:** SCMGMA will make every effort to provide your first choice of location and not place you near a competitor. However, in the event you are not pleased with your location, the exhibitor committee will make every effort to relocate your space provided a vacant space is available. This does not apply to any exhibitor who may register after required deadlines or on-site. Corporate members who have pre-paid their annual sponsorship by August 1, 2020 will be given first choice of exhibit space locations. After that date, all exhibit spaces will be assigned on a first come, first served basis. If space is available, exhibitors included on a waiting list and may register after the cut-off date or on site based on potential “no shows,” but neither space nor location are guaranteed.

**EXHIBIT SPACE DESCRIPTION:** Exhibit space is 10’ X 6’ and comes with one 6 foot table, a sign bearing your company name, sponsor signage based on level of sponsorship (i.e. platinum, gold, silver, or bronze); pipe and drape; and two chairs. Platinum and Gold members will receive two tables. Note the designated locations marked B, C, D, & E are for platinum and gold members. Additional items/services may be purchased from our drayage company, Blue Chip Expo, Inc., 118B Mathews Drive, Hilton Head Island SC 29928. Phone: (843)618-4545. FAX: (843)689-5959. They have provided a link on our website at [www.scmgma.com](http://www.scmgma.com) under the News and Events banner where you may order shipping, decorating, and other services. Let me know if there is something you need that may not be easily identified.

**VIRTUAL BOOTH:** We hope that you will attend in person. However, we realize that some organizations may not be allowing travel at this time. If that is the case, we are offering a virtual booth. Please send us your logo, which we will post on our website with a listing of your organization, i.e. company name, address, contact information of representatives. You will also have the ability to add a video, add a live product demo. You will also receive an attendee list.

**DECORATING CONTEST:** There will once again be an exhibitor decorating contest. The exhibitor who wins will receive \$500 off their 2022 exhibit space. Votes will be cast by the conference attendees on site to determine the winner. Note: The hotel does not provide storage of any exhibit-related materials. Please contact Bluechip Expo Inc. as mentioned above for this service. The theme for the 2021 conference will be *“The Roaring 2020s and Healthcare Trends.”*

**ELECTRICITY:** Electricity and internet may be purchased directly from the hotel. **FAX or email your electrical form to the hotel prior to the event.** The electrical request form is also located on the SCMGMA website at [www.scmgma.com](http://www.scmgma.com) under the News and Events tab.

**MGMA AND SCMGMA LOGO USAGE:** Any corporate member or exhibitor who wishes to use the logo on any of their printed material must provide a copy of the material to be printed for approval. Contact Cindy Ott at 803-387-7864 to arrange for your material to be reviewed and approved.

**YOUR COMPANY LOGO.** Those who join as corporate members may have their logo displayed on our website. Please email this to Cindy Ott at [cindyott63@gmail.com](mailto:cindyott63@gmail.com).

**FORCE MAJEURE OR CANCELLATION OF THE SHOW:** Neither party shall be responsible for failure to perform this contract if circumstances beyond their control, including, but not limited to acts of God, terrorism, pandemics, shortage of commodities or supplies to be furnished by the Hotel, governmental authority, or war in the United States make it illegal or impossible for the hotel to hold the event. This also includes a South Carolina declaration issuing a mandatory evacuation.

**AMERICANS WITH DISABILITIES ACT:** The exhibiting company shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall hold the SCMGMA harmless from any consequences of the exhibiting company's failure in this regard.

**SPONSORSHIP OPPORTUNITIES:** There are numerous opportunities for sponsorship. Please contact Cindy Ott at 803-387-7864 if you wish to sponsor an item or event. The following may be an incomplete list, and if you have a suggestion that is not listed, please let us know about your idea. Some events require multiple sponsors.

**Multiple Sponsor Opportunities (cost reflects price per sponsor)**

Thursday night Event Sponsor \$2000 each  
Sponsor a Speaker's Expenses \$1000 each  
Breakfast sponsor Friday \$1000 each  
Wednesday Welcome Reception sponsor \$1000 each  
Thursday Luncheon Sponsor \$1000 each  
Thursday Breakfast Sponsor \$1000 each

**Individual Sponsor Opportunities**

Conference Decoration Sponsor \$1000  
Name badge Holders \$800  
Face Masks \$500  
Conference Bags \$2000  
Thursday Exhibitor Champagne Toast Sponsor - \$1000  
Program/Poster printing sponsor \$1000

Got an idea? Call Cindy at 803-387-7864 to discuss.

**Please include your sponsorship amount on the invoice in the designated location.**



**EXHIBITOR INVOICE**  
**Your Company's Contact Information**

Contact Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Website Address: \_\_\_\_\_  
Brief Description of your product or service (31 words or less): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Exhibit space Selection (Refer to the attached diagram)**

1<sup>st</sup> Choice: \_\_\_\_\_ 2<sup>nd</sup> Choice: \_\_\_\_\_ 3<sup>rd</sup> Choice: \_\_\_\_\_  
Company You Wish Not To be Located Near: \_\_\_\_\_  
Special Requirements \_\_\_\_\_  
Special requests: \_\_\_\_\_

**Who Will Be Working Your Exhibit Space?**

**\*Please print all names clearly. Apply \$250.00 for each representative above two (2). Be sure to include all requested information as this will be provided to our attendees.**

1. Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
2. Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
3. Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Additional \$250  
4. Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Additional \$250

**EXHIBITOR FEES AND PAYMENT INFORMATION**

<b>CHECK ALL THAT APPLY</b>	<b>FEES</b>	<b>YOUR FEES</b>
<input type="checkbox"/> Non-member exhibitor in person	\$1500.00	_____
<input type="checkbox"/> Affiliate member exhibitor in person	\$1200.00	_____
<input type="checkbox"/> Virtual Booth	\$600.00	_____
<input type="checkbox"/> Additional representatives	\$250.00 each	_____
<input type="checkbox"/> *Corporate member	Bronze, silver, gold	Sponsorship PAID
<input type="checkbox"/> Other Sponsorship	from list above	_____
<b>TOTAL AMOUNT INCLUDED</b>		_____

**\*Corporate members have choice of a virtual exhibit space or in person exhibit space. If they choose to have both an in-person space as well as a virtual space, an additional fee of \$500 should be added to their sponsorship payment.**

**PAYMENT METHOD:**

- Check is enclosed
- Please charge my credit card for the total amount due of \_\_\_\_\_
- I will pay online at [www.sc-mgma.org](http://www.sc-mgma.org)

You may pay online at [www.sc-mgma.org](http://www.sc-mgma.org) or email your form and credit card information to our secure payment site at [scmgmaconfmembership@scmgma.com](mailto:scmgmaconfmembership@scmgma.com)

Credit Card number: \_\_\_\_\_  
Type of Card  American Express  Visa  MasterCard  Discover  
Expiration Date: \_\_\_\_\_ CID: \_\_\_\_\_  
Credit Card Billing Address: \_\_\_\_\_  
\_\_\_\_\_  
City State Zip: \_\_\_\_\_  
\_\_\_\_\_  
Authorized Name on Credit Card: \_\_\_\_\_

**MAIL YOUR COMPLETED APPLICATION WITH CHECK TO:**

Cindy S. Ott, Executive Director  
South Carolina Medical Group Management Association,  
1195 St. Matthews Road, PMB 313  
Orangeburg SC 29115.

**EMAIL COMPLETED FORM WITH CREDIT CARD INFORMATION TO OUR**

**“SECURE” PAYMENT SITE AT:**  
[scmgmaconfmembership@scmgma.com](mailto:scmgmaconfmembership@scmgma.com)

**Questions?** Phone: (803)387-7864  
[Cindyott63@gmail.com](mailto:Cindyott63@gmail.com)

