

2019
EXHIBITOR
PACKET

JAN 18-20, 2019
San Diego, CA



Celebrate with Us.

We're Turning **25.**

PFA Conference & Trade Show

Fast Facts

Location:

SHERATON HOTEL & MARINA
1380 Harbor Island Drive
San Diego, CA 92101

Guest Room Rate:

\$189 single/double occupancy



Trade Show Dates & Hours (*subject to change)

Saturday	January 19	8 am – 6 pm*
Sunday	January 20	8 am – 6 pm*

Move In:

Friday, January 18 10 am – 7 pm*

Move Out:

Sunday, January 20 6 pm – 10 pm*

Booth Rate:

Each 10 x 10 booth **\$2,500 per booth** **Early Bird Price \$2,400***

EARLY BIRD SPECIAL: Applications & deposits received by **June 1, 2018** will receive this special discounted price. Sign Up Today!

***Please Note:** Platinum Vendors receive a discount off of the regular booth price for Early Bird special (\$2250) and Gold & Silver Vendors receive a discount off of the regular booth price for Early Bird special (\$2350) if Booth Registration is received by **JUNE 1, 2018**. Registrations received after that date will be regular pricing (\$2,500). **If you are interested in learning more about becoming a Platinum or Gold Vendor, please contact us. For more details, please see attached Vendor Partnership Tier Pricing.**

****Our trade show is a great bargain! Included in your booth fee are: 2 breakfasts, 2 lunches, 4 coffee breaks, 4 snack breaks, 1 dinner event & entertainment, & 2 receptions. That's a cost savings of OVER \$600 per person.**

PLEASE NOTE: ALL EXHIBITING COMPANIES that bring more than 2 guest participants per COMPANY/per BOOTH, will be charged an additional \$150 per guest. For example, ABC Company buys 1 booth that means that up to 2 attendees are included, any more than that will incur an additional \$150 per attendee, if the company buys 2 booths, up to 4 attendees are included. Charges will be posted to the card that is presented for Booth Registration; as soon as there is a final attendee list from each company (Sponsors are exempt from this charge).

Booth Package Includes:

- **One** 6' draped table
- **One**-line ID Sign
- 8' back & 3' side drapes
- **One** wastebasket
- **3** plastic chairs

The exhibit hall is carpeted. The lighting in this hall is not overly bright, so we suggest you may want to look at lighting options for you booth, if that is critical for your product displays. AV, Internet, Electrical, and Lighting can all be ordered through the hotel and are the responsibility of the Exhibitor and are NOT included in the price of the booth.

Application Deadline:

To reserve your spot, application & deposit must be received by September 1, 2018. **(June 1, 2018 for Early Bird Discount or Special Platinum/Gold Vendor Discounts). Final payment is due October 1, 2018.**



Vendor Registration/ Application Process

Review the attached floor plan and complete the enclosed **Exhibit Space Contract (both pages)**. Indicate the amount of space you require, your top three preferred locations, your desired configuration (i.e. four booths on a corner, etc.) and the names of the exhibitors you do not want to be near. We will do our best to accommodate your needs, but due to space limitations, it is not always possible. *We reserve the right to make designations as necessary.*

You must complete and submit BOTH SECTIONS of the attached Exhibit Space Contract and we must receive a 50% deposit to officially hold your booth space. See payment details below.

Booth Payment Information & Deadline

To reserve your booth, a completed application and 50% deposit must be received to PFA by September 1, 2018. Applications received prior to June 1, 2018 will receive the special Early Bird pricing discount or the special Platinum & Gold Vendor discounts. **NEW THIS YEAR – Once we receive your completed Exhibit Space Application, within a week you will receive an invoice from us, with payment options, and you will have 14 days to provide payment for the deposit. Final balance payment is due by October 1, 2018.**

Trade Show Website, Schedule, & Incentives

We will continue our tradition of utilizing a rotation schedule that is set up so that each participating PFA member will have face to face time with each vendor. We will provide incentives to both members and vendors for staying on schedule. More information and specifics will be provided in a Vendor Guide that will be sent out closer to our event. Stay connected on all up dated information at www.pfatradeshow.com.

Special Shipping “Caravan” from PFA Show to HPE in New Orleans

For those exhibitors that are also participating in the HPE show in New Orleans, we will offer a consolidated shipping caravan from our show in San Diego to the HPE in New Orleans. It is a tight turnaround, and exhibitors will be responsible for all costs associated with their portion of the freight and terms and conditions of GES for expedited service that will be provided closer to the date(s). More details to come.

Hotel Registration Process

Once we have received your Exhibit Space Application and 50% Deposit, we will send you an email with instructions on how to reserve your hotel room(s) for the event – **through PFA only** using the link www.pfatradeshow.com.

The PFA negotiated rate at the Sheraton Hotel & Marina is \$189 (single/double occupancy). The hotels’ policy is to hold your room with one night’s stay to your account. **All reservations, including changes/edits must be done through PFA. Once you sign up for the booth, we will send you a link to our hotel registration website to complete your reservations.**

Exhibitor Packets

Our drayage company for this event will be Global Experience Specialists (GES). Within 90 days of the event you will receive an Exhibitor Packet via email directly from GES.

Cancellation Policy

If you wish to cancel your booth, please contact PFA by 09/01/18 to receive a 50% refund, less a \$500 processing fee. If the booth is re-sold, a 100% refund will be returned. Cancellations after 09/01/18, will not receive a refund, unless the booth is re-sold, in which case a full refund will be given, less a \$500 processing fee.

Contact Us

Paper First Affiliates
Phone 877.472.7371

3021 Citrus Circle, Suite 230
FAX 925.926.0123

Walnut Creek, CA 94598
EMAIL sue@pfaconnect.com



Our vendor partnerships are paramount to the success of our organization and because we value those relationships, we provide additional discounts for vendors that provide services and benefits to our members and to the PFA organization each and every day. Below is the booth pricing structure based on your vendor partnership level. Your level is displayed to our members on the PFA Marketplace and is available for you to view on the PFA Vendor Portal. If you have any questions or need more information on our vendor programs and/or partnership tiers, please contact our Executive Buyer, Paula Federici (Email paula@pfaconnect.com or Call the office at 877.472.7371 ext 3).

Tier Level	Service Level	Benefits	2019 Booth Pricing	
			Early Bird Sign Up by 6/1/18	Sign Up after 6/1/18
Platinum	<ul style="list-style-type: none"> • Discounts • Group Rebate to PFA • <i>Annual</i> Conference Attendance AND • <i>Annual</i> Conference Sponsorship/ Underwriting additional events/programs 	<ul style="list-style-type: none"> • Access to Confidential Member List & Automatic Updates • Recognition on PFA Marketplace & Weekly Update • Recognition at all PFA Events • Discount Off Regular Booth Price by Early Bird deadline 	\$2,250	\$2,500
Gold	<ul style="list-style-type: none"> • Discounts • Group Rebate to PFA • <i>Annual</i> Conference Attendance OR • <i>Annual</i> Conference Sponsorship/ Underwriting additional events/programs 	<ul style="list-style-type: none"> • Access to Confidential Member List & Automatic Updates • Recognition on PFA Marketplace & Weekly Update • Recognition at all PFA Events • Discount Off Regular Booth Price by Early Bird deadline 	\$2,350	\$2,500
Silver	<ul style="list-style-type: none"> • Discounts • Group Rebate to PFA • Intermittent participation in Annual Conference 	<ul style="list-style-type: none"> • Access to Confidential Member List & Automatic Updates • Recognition on PFA Marketplace & Weekly Update • Recognition at all PFA Events 	\$2,350	\$2,500
Bronze	<ul style="list-style-type: none"> • Discounts 	<ul style="list-style-type: none"> • Access to Confidential Member List & Automatic Updates 	\$2,400	\$2,500
Info Only	<ul style="list-style-type: none"> • No discounts offered • No approved program with PFA 		\$2,400	\$2,500



NEW THIS YEAR - Please complete BOTH PAGES of this application to reserve now and receive the Early Bird Discount. Please note that a 50% deposit is required before we can secure booth space. Once we receive this completed application, you will be sent an invoice that will detail amounts due and payment options. **You MUST pay the deposit within 14 days of RECEIPT OF INVOICE to secure a booth at our 2019 show.**

PLEASE FILL IN ALL INFORMATION ON BOTH PAGES/SECTIONS OF THIS APPLICATION

You can fill in directly on this form, print a copy, sign, and email (sue@pfaconnect.com) or fax (925.926.0123) back to us.

1 COMPANY & SHOW CONTACT INFORMATION

COMPANY NAME

CONTACT NAME

COMPANY ADDRESS

CITY

STATE/PROVINCE

ZIP

OFFICE PHONE #

CELL #

FAX

EMAIL

2 ADDITIONAL CONTACTS

If you would like additional contacts to receive **all correspondence & updates regarding this show**, please provide their first & last name, as well as email here:

Name: _____ Email _____

Name: _____ Email _____

3 ARE YOU SET UP TO SELL DIRECT TO CANADIAN CUSTOMERS?

Do you sell direct to Canadian customers? YES NO

If NO, please tell us which distributor you use:



PLEASE FILL IN ALL INFORMATION ON BOTH SECTIONS OF THIS APPLICATION

You can fill in directly on this form, print a copy, sign, and email (sue@pfaconnect.com) or fax (925.926.0123) back to us.

4 BOOTH REQUIREMENTS

of Booth(s) required:

Configuration desired:

Location Preference: 1st Choice

2nd Choice

3rd Choice

Exhibitors that you prefer NOT to be near:

5 BOOTH PRICE & DEPOSIT REQUIRED

DEPOSIT AMOUNT

of booth(s) X \$2,500 (or \$2,400 if received before June 1, 2018 Early Bird)

Platinum Vendor Price \$2,250 & Gold/Silver Vendor Price \$2,350, if received by June 1, 2018 – Please See attached Vendor Tier Pricing for details. Pricing for any and all applications received AFTER June 1, 2018 is \$2,500 per 10x10 booth space.

Total Price of Booth(s) Requested:

Deposit Due (50% required):

6 PAYMENT OPTIONS

Once you submit both pages of this Exhibit Space Application, within a week of receipt of the completed submission you will receive an **INVOICE** from our PFA Accounting Manager. Please use that invoice to send us your deposit payment within 14 days to secure your booth space. You can submit your payment in one of these easy & secure ways:

1. PAYMENT BY CHECK OR MONEY ORDER

- Attach a copy of the PFA invoice along with a company/cashier's check or money order payable to Paper First Affiliates and mail to:

**Paper First Affiliates
3021 Citrus Circle, Suite 230
Walnut Creek, CA 94598**

2. CREDIT CARD PAYMENT

- Click on the secure link provided with the Invoice Email you receive to provide credit card payment or you can go to the **Exhibitor Booth Payment Tab** on the home page of www.pfatradeshow.com and securely provide payment there, including invoice number.

7 TERMS & CONDITIONS

Please complete this application and send in by **JUNE 1, 2018 (Early Bird) or SEPTEMBER 1, 2018**. Booth space is first come, first served basis.

PAYMENTS: You will receive an invoice via email within a week of receipt of this application, and details on payment options. Deposit is due within 14 days of receipt of invoice. **We cannot reserve a booth without payment. Balance is due in full by October 1, 2018.**

CANCELLATION POLICY: If you need to cancel your booth, contact PFA by 09/01/18 to receive a 50% refund, less a \$500 processing fee. If the booth is re-sold, a 100% refund will be returned. Cancellations after 09/01/18, will not receive a refund, unless the booth is re-sold, in which case a full refund will be credited less a \$500 processing fee.

**2019
VENDOR
PACKET**



Become a Party H.A.T.








As we celebrate our **25th Annual Conference & Trade Show**, the success and growth of our show is significantly impacted by the generous contributions of a handful of our vendors. Our shows are different than most, of course, first and foremost, it's about getting a return on your investment – for both our vendors and our members, but what makes our event so unique is that it is just so much more. It is an unforgettable, memorable experience each and every year, providing a unique and fun environment to connect with other vendors and of course, our members! To continue to offer the food, beverages, entertainment, and events that we do means that we count on YOU! It is also paramount to our organization that we

HELP **A**FFILIATES **T**HRIVE. So put on your **PARTY H.A.T.** and help us support the independent party retailers and continue to grow our show!

Here is just a partial list of the return you get on your sponsorship investment:

- Recognition and promotion of your generosity and Party Hat Status!
- Marketing & Special Acknowledgements leading up to the show on our Weekly Updates, PFA Marketplace, PFA Facebook Page, PFA Trade Show APP, and more.
- Show signage and recognition – Entrance, program of events, and event signage.
- Proud Sponsor signage in booth
- Special sponsor name badges to let everyone know of your generosity.
- Sponsors are exempt from the additional per person pricing requirements.
- Daily announcements during the show to highlight sponsors and events.
- Providing independent party store retailers the opportunity to connect and band together and stay competitive.
- Exposure to our members and other vendors
- Helping PFA grow our show and attendance!
- **BECOME A HAT SPONSOR TODAY!**

CONTACT Sue Jereczek, Executive Director at sue@pfaconnect.com or call her at 877.472.7371 ext. 1.

PARTY HAT STATUS	AMOUNTS
5 Hat 	\$15,000 +
4 Hat 	\$10,000 +
3 Hat 	\$5,000 +
2 Hat 	\$3,500 +
1 Hat 	\$1,000 +
Supporter	\$500 +

2019 PFA Show Booth Layout

