

DESIGNexpo 2011

Thursday, November 10, 2011
12:00 - 6:00 p.m.

Clarion Hotel
Springfield, MO

Dear SDA Supporter,

The Springfield Design Association is pleased to extend an invitation to you to exhibit at this year's Springfield Design Association Expo on November 10, 2011. This is an excellent opportunity for you to revisit existing clients and meet many new prospects while showcasing your newest products and services in an attractive and casual business environment. Much more than a tabletop display day, this year's show will offer you many more opportunities to interact with the Southwest Missouri Design and Architecture community than ever before.

The show is being held this year on Thursday, November 10, at the Clarion Hotel on South Glenstone Avenue, located in the heart of the retail and entertainment district. Booths may be set up in the Convention Center beginning on Wednesday after 6:00 p.m. or at 8:30 a.m. the morning of the show. The show kicks off at 12:00 noon with a complimentary lunch being served on the show floor to Attendees who come during their lunch hour. The show will culminate at 6:00 p.m. Vendors will not be allowed to dismantle their displays earlier than the designated time.

In order to increase attendee awareness and participation each vendor will be given Expo postcards to distribute to their customers prior to the show. We strongly encourage vendors to take full advantage of this opportunity as it has proven in the past to be an excellent means of advertising for both the vendors and the Expo. We will again offer a variety of door prizes which will be promoted throughout the coming months.

Exhibitor benefits include a special rate at the Clarion Hotel of \$64 per night (generally \$85/night) which includes a complimentary full hot breakfast buffet. Consider using this special rate to extend your stay in Springfield, calling on the new contacts you have made. Various sponsorship levels also allow you to promote your participation to attendees.

For those not able to exhibit at the show, sponsorship opportunities for the lunch and cash prizes still allow you to show your support, have your name included as a participant, and promote your industry to the trade. Sign up early and gain extra exposure thru the Springfield Design Association website at www.springfielddesignassociation.org. Not only will vendors have the opportunity to list a brief description about their company, they will also have an active link to their website via the SDA site.

Booths are available on a first-come, first-served basis so don't delay. Send your registration in early to assure your booth preference. If you have any questions, please contact Brandi Yancey at 417.890.5543 or BYancey@bk-dc.com.



3333 South Glenstone Avenue
Springfield, Missouri

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Event Details

The average cost per 8' x 10' booth is \$350. Member and non-member costs for booths are on the following pages. SDA Industry Partner members will receive a discount off the total cost of their booths. Those wishing to join SDA are invited to do so using the inserted Membership Form.

Your booth costs include the following:

- 8' x 10' booth space
- 8' tall draped back wall
- 3' high draped side rails
- One 24" x 8' table per booth, topped and skirted - additional tables by request
- One chair per booth - additional chairs by request
- One exhibitor sign with Company name with attachments
- Complimentary show badges for exhibitors
- Electricity by request
- Confirmation of booth number and location prior to the show. Maps of booth locations available prior to set-up and during the show for attendees.
- Event promotion to the industry and trade in Missouri, Kansas, and Arkansas by the SDA via e-mail and printed/mailed invitations
- Prior evening and morning of the show set-up times

The deadline for Expo registration is Friday, October 28. Please fill in attached forms completely and send them to the address/fax number listed. The Clarion has set aside a block of rooms at the special rate of \$64 per night for show participants. Call the Clarion at 417-883-6550 (1-800-756-7318) and ask for the special **"SDA Expo" corporate discount rate.**

The Springfield Design Association is pleased to offer the following optional sponsorship opportunities to all interested Industry Partners to increase their exposure at the show and provide additional scholarship monies to the SDA Scholarship fund.

Sponsorship levels include:

1. [ATTENDEE LUNCHTIME BUFFET.](#) Partial or full underwriting by one or more vendor(s) - \$500-\$1,000
2. [AFTERNOON APPETIZERS.](#) Partial or full underwriting by one or more vendor(s) - \$500-\$1,000
3. [ATTENDEE CARRY BAGS.](#) Provided by vendor, can be fabric, plastic or paper with vendor name/logo.
4. [ATTENDEE DOOR PRIZES.](#)

All sponsorships will be acknowledged at the show, in printed and promotional material regarding the Expo and in the SDA Newsletter prior to and after the event.

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Exhibits

Book your hotel early by calling 1-800-756-7318 and ask for the Springfield Design Association corporate discount rate. The Clarion Hotel is conveniently located at 3333 South Glenstone Ave. in Springfield, Missouri.

Corporate Rates:

\$64 per night

Booths:

One 8' table with linens, pipe, and drape booth dividers are included in the booth price.

Set-Up:

Booths will be available for early set-up beginning at 6:00 p.m. on November 9 and again at 8:30 a.m. on the morning of the event.

Dismantle:

Booth tear down shall not take place until after 6:00 p.m.

**For more information or to reserve your booth space, contact:
Springfield Design Association**

Brandi Yancey
417.890.5543
BYancey@bk-dc.com

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Springfield, MO

Booth Registration Form

Please fill out the following information completely and clearly. This information will appear in the show directory and will be means of communication before the show.

Company Name (as it will appear on signage) _____

Representative Phone _____

Website: _____

Address _____

Fax _____

E-mail _____

Items or services offered _____

Yes, I will be a sponsor for the following: Buffet (\$200) Appetizers (\$200) Carry Bags Door Prize
(needed 2 weeks prior)

Please Indicate Booth Preference:

Booth Size	<u>Member</u>		<u>Non Member</u>	
	Before Sept. 1	After Sept. 1	Before Sept. 1	After Sept. 1
1 8 x 10 booths	<input type="checkbox"/> \$250	<input type="checkbox"/> \$300	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400
2 8 x 10 booths	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550	<input type="checkbox"/> \$600
3 8 x 10 booths	<input type="checkbox"/> \$650	<input type="checkbox"/> \$700	<input type="checkbox"/> \$750	<input type="checkbox"/> \$800

Electrical - I have the following electrical needs:

Additional Requirements:

Booth Preference (See enclosed booth layout):

1st Choice _____

2nd Choice _____

Payment Information:

Booth \$ _____

Sponsorship \$ _____

Total Due: \$ _____

Bill Me _____

Payment Enclosed \$ _____

(Payment due by November 10, 2011)

Credit Card No. _____

Expires _____

Security Code _____

(Circle One: Mastercard or Visa)

(last 3 digits on reverse side of card)

Please make checks payable to:

Springfield Design Association c/o Unique Tile
PO Box 1074 • 1350-5 N. Kelly • Nixa, MO 65714
Phone: (417) 725-5515 • Fax: (417) 725-4411

Got Questions: BYancey@bk-dc.com

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Member Benefits:

- Free listing in SDA Directory
- Link to website via SDA website
- Promotion at local trade shows
- Education - Free CEUs
- Promotion of new products and services
- Monthly meetings/networking opportunities
- Free admission to the Design Awards

SPRINGFIELD DESIGN ASSOCIATION MEMBERSHIP APPLICATION 2011

Individual Interior Designer (single freelance designers)	<input type="checkbox"/> \$100
Designer Firm (2 - 10 designer employees)	<input type="checkbox"/> \$150
Industry Partner (Vendors)	<input type="checkbox"/> \$200
Faculty Members	<input type="checkbox"/> \$100
Student Membership	<input type="checkbox"/> \$10

Standard Membership runs January 1 through December 31, 2011.
Non-members may be charged a fee for attending meetings.

Company Name		Date	
Names of Employees Registering		E-mail addresses of employees	
Address			
City		State	Zip
Phone		Fax	
Main Contact Person		E-mail	
Products or Services you offer			
Website		Referred by	

**Complete this form and return with payment to:**

Springfield Design Association c/o Unique Tile
PO Box 1074 • Nixa, MO 65714
Phone: (417) 725-5515 • Fax: (417) 725-4411

CLARION HOTEL - 2011 BOOTH LAYOUT

This is an example of the floor plan. It may vary by booths rented.

