

## **SFPC2018 Exhibitor Resources**

This page provides basic information important for all conference sponsors. Not yet a sponsor? Learn more about sponsorship [here](https://www.salesmanagementconference.com/sponsors/) [https://www.salesmanagementconference.com/sponsors/].

### **Exhibition Timeline Overview**

Conference Dates and Times: 10:00 a.m. Monday 15 October to 2:00 p.m. Wednesday 17 October

Exhibitor setup begins at 10:00 a.m. on Monday 15 October

Exhibition begins 1:00 p.m. on Monday 15 October

The exhibition area will remain active throughout the conference. Specific breaks reserved for networking are shown on the conference event schedule [here](http://www.salesmanagementconference.com/sessions/) [http://www.salesmanagementconference.com/sessions/].

Exhibition ends 1:00 p.m. Wednesday 17 October. Exhibitors may begin tear down no earlier than this time.

### **Conference Location**

Ritz-Carlton Atlanta

181 Peachtree Street NE

Atlanta, GA 30303

Main number: (404) 659-0400

Google Maps: <https://goo.gl/maps/GkwiU3qhSx52>

Note: this is not the same location as the 2017 conference.

### **Conference Sponsor Checklist**

We've created a single [sponsor form](http://smassoc.org/sponsor-form) [http://smassoc.org/sponsor-form] that addresses many of the items on the checklist below. We've noted where this is the case.

#### **1. Return a signed sponsorship agreement to the Sales Management Association.**

#### **2. Register attendees from your firm for the conference.**

The Sales Management Association will send you confirmation of all registered parties from your company, and will confirm directly by email with each registrant. Feel free to check in with us at any time to ensure all in your party are properly registered. Contact Sujin Headrick [sheadrick@salesmanagement.org](mailto:sheadrick@salesmanagement.org)

#### **3. Reserve hotel rooms for your attendees (or have them do so).**

We've negotiated an excellent rate of US\$199.00 before taxes and fees. Click [here](http://smassoc.org/hotel18) [http://smassoc.org/hotel18] to make reservations.

#### **4. Get your exhibit approved (If you're using something besides the six-foot table we provide).**

Sponsors are provided a table for exhibition purposes, six feet in length. If you are considering something different, such as a booth structure, or something that may not fit in the space occupied by the table, let us know! Do this on the [sponsor form](http://smassoc.org/sponsor-form) [http://smassoc.org/sponsor-form].

#### **5. Submit your exhibit location selections.**

Sponsors may select their preferred exhibition location.

- a. [View the exhibition floor plan](http://smassoc.org/exhibit-area) and available spaces here: [http://smassoc.org/exhibit-area]
- b. Select and submit your preferred space(s) using the [sponsor form](http://smassoc.org/sponsor-form) [http://smassoc.org/sponsor-form].

Assignments are made in order of sponsorship level and payment date. The entire exhibition space is relatively small and there are no really bad choices, in our opinion. We will make every effort to make sure you're happy with your selection.

#### **6. Order Internet, electrical, telecom, and audio/visual service:**

Each exhibitor will be given a six-foot draped table, two chairs, access to a standard wall socket for electricity, a wastebasket, and a wireless Internet connection.

You may have additional requirements and may want to order additional services from the hotel. Use the [sponsor form](http://smassoc.org/sponsor-form) [http://smassoc.org/sponsor-form] to reserve items in advance, and make sure the hotel has a pre-authorized credit card on file for you (important for unexpected day-of-event needs). The hotel must receive equipment reservations 15 days in advance in order to guarantee availability.

## 7. Make shipping arrangements for things you'd like to ship to or from the conference.

Due to limited storage at the hotel, packages should arrive no earlier than 11 October. Make sure to include the specific information below on your shipping label. Please ensure you have tracking numbers for packages.

Exhibiting Company Name and Table Number  
Ref: Sales Force Productivity Conference 2018, 15-17 Oct  
c/o The Ritz-Carlton Atlanta  
181 Peachtree Street NE  
Atlanta, GA 30303  
+1 (404) 659-0400

The hotel charges a nominal handling fee for the sixth and subsequent package you ship. (The first five packages are received at no cost, as long as each weighs less than 20 pounds.)

### Package Handling and Delivery Fees

The credit card information you submit using the [sponsor form](http://smassoc.org/sponsor-form) [http://smassoc.org/sponsor-form] will be used to process payment of package handling and delivery fees. These are based on the number of shipped boxes and/or their weight.

- The first five boxes under 20 pounds each are handled without charge.
- Each additional box incurs a \$5.00 handling fee.
- Boxes over 20 pounds are charged at \$10.00 each.
- Pallets incur a \$25.00 handling fee each.

## 8. Make arrangements to use the hotel's loading dock, if you plan on arriving with large packages or equipment.

Notify Ashley Shan at Ashley.Shan@ritzcarlton.com, who can coordinate your use of the loading dock. Large equipment must be loaded and unloaded at the loading dock. After unloading your equipment, please promptly park your automobile (cars left unattended on the loading dock will be towed). The hotel strongly advises against loading equipment in through the hotel's public areas. The Ritz-Carlton does not have carts or dollies available for the movement of items, so please arrive prepared with any equipment required to transport your items.

The access point to the loading dock is located right after the hotel's valet entrance. The loading dock has very limited access. Coordinate with Ashley Shan at the Ritz-Carlton to arrange for loading dock access.

## 9. Promote your involvement.

Make the most of your sponsorship investment by promoting your company's involvement. Your help is greatly appreciated, and will contribute to our efforts to get the word out!

Tweet to your followers, and update your LinkedIn status. We're using the hash tag "#SFPC2018" and a short URL for the conference site is <http://smassoc.org/sfpc>. Here are some sample updates you can use.

- "We're presenting at Sales Force Productivity Conference! #SFPC2018 <http://smassoc.org/sfpc>"
- "I'm looking forward to presenting with The Sales Management Association at Sales Force Productivity Conference 2018. Join us there 15-17 Oct. <http://smassoc.org/sfpc>"

Add mention of the conference in your email signature. We've created a few buttons and banners for this purpose [here](https://www.salesmanagementconference.com/media/) [https://www.salesmanagementconference.com/media/].

Post the event on your website. Our media page has all the logos and copy you need [here](https://www.salesmanagementconference.com/media/) [https://www.salesmanagementconference.com/media/].

## 10. Upon arrival at the conference, claim any packages you sent in advance.

- Sponsors may claim shipments at the hotel concierge desk in the lobby. At setup, the hotel will bring packages labeled with a table number to each respective sponsor table.
- If you are unable to locate shipments, please alert Ashley Shan at Ashley.Shan@ritzcarlton.com, who will create a request with the Conference Concierge team.

## 11. Ship packages back home after the conference.

The Conference Concierge will go to each booth to assist with return shipping. Alternately, sponsors may contact the lobby Concierge Desk.

## Important Contacts

### Ritz-Carlton Atlanta

- Administrative or logistical assistance: Ashley Shan, [ashley.shan@ritzcarlton.com](mailto:ashley.shan@ritzcarlton.com), (404) 221-6553
- Room reservation issues: Scinetra Georges, [Scinetra.Georges@ritzcarlton.com](mailto:Scinetra.Georges@ritzcarlton.com), (404) 659-0400 x5924

### Sales Management Association contacts

- Bob Kelly [rjkelly@salesmanagement.org](mailto:rjkelly@salesmanagement.org) (404) 963-7992
- Sujin Headrick [sheadrick@salesmanagement.org](mailto:sheadrick@salesmanagement.org) (404) 963-7992
- Vaibhav Lohia [vlohia@salesmanagement.org](mailto:vlohia@salesmanagement.org) (404) 963-7992