

2023 EXHIBITOR PROSPECTUS



Harrah's Cherokee Casino and Resort
777 Casino Drive
Cherokee, NC 28719

Contact Information:

Cindy Ott, Executive Director

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E-mail: cindyott63@gmail.com



Dear Industry Partner,

The SCMGMA Board is already hard at work making plans for our 2023 Annual Conference. The venue we have selected is the brand-new conference center at Harrah's Cherokee. Nestled in the beautiful Great Smokey Mountains, the Harrah's property has something for everyone: 150,000 square feet of casino, bowling alley, shows and concerts, fine and casual dining and an arcade. If you are more interested in the outdoors, you can enjoy catch and release fishing, hiking trails, golf or even a train ride in nearby Bryson City.

We hope you will make plans to join us for a stellar line-up of presenters, networking opportunities with medical practice managers and healthcare leaders, and fun and fellowship. We are expecting larger than normal attendance for this event - register early to secure your exhibit space! Attached is the anticipated schedule for the event. Please note adjustments to schedule may need to be made, and SCMGMA will provide notifications of changes as they become available.

Thank you for your continued support. We could not provide these educational opportunities for our members without your partnership.

Sincerely,

SCMGMA Board



EXHIBITOR CONTRACT/POLICY INFORMATION

CONTRACT: The exhibitor contract will be processed once full payment has been received. If the prospectus is submitted without payment, the exhibitor may be released if payment is not received within a 30-day time frame. Exhibitors may expedite prospectus/application processing by registering on-line at www.scmgma.com and providing a credit card payment. Corporate members who join by April 1, 2023 receive priority for selecting exhibit space location. After specified date, exhibit space location will be determined on a first come, first serve basis.

CANCELLATION: Exhibit space cancellations made by or prior to July 31, 2023 receive a full refund, minus an administrative fee of \$150.00 per exhibit space. Refund requests must be submitted in writing to SCMGMA and mailed to: 1195 St. Matthews Road, PMB 313, Orangeburg, SC 29115. Cancellation requests made on or after August 1, 2023 are not eligible for refund unless the cancelled exhibitor space can be sold to another exhibitor; in which case a full refund, minus an administrative fee of \$150.00 per exhibit space will be granted.

FORCE MAJEURE OR CANCELLATION OF THE EVENT: Neither party will be responsible for failure to perform this contract if circumstances beyond either party's scope of control make it illegal or impossible for the hotel to hold the event. Such circumstances include, but are not limited to: acts of God, terrorism, pandemics, hurricanes, tornados, shortage of commodities, or supplies to be furnished by the Hotel, governmental authority, or war in the United States. This also includes a Governor issued mandatory evacuation for any reason in South Carolina and North Carolina.

AMERICANS WITH DISABILITIES ACT: Exhibitors are responsible for making its exhibit space accessible to persons with disabilities as required by the ADA and hold the SCMGMA harmless from any consequences of the exhibitor organization's failure in this regard.



EXHIBITOR SPACE INFORMATION

DRAYAGE/EXHIBIT SPACE: Exhibit space is 10'x6' and comes with one 6-foot table, a sign with exhibitor name, sponsor signage based on level of sponsorship (i.e., platinum, gold, silver or bronze), pipe and drape, and two chairs. Platinum and Gold level sponsors may request two tables, if needed. SCMGMA has contracted **Convention Makers of Asheville** for drayage, shipping and decorating. Electricity will be provided by the hotel and will need to be requested by the exhibitor. Any additional exhibitor needs or special accommodations will also need to be requested. **Convention Makers of Asheville** contact information and forms can be found on the SCMGMA website at www.scmgma.com under the *News and Events* tab on the banner.

SPACE ASSIGNMENT: SCMGMA will make every effort to provide exhibitor's first choice of location, giving consideration to proximity of competitor exhibitors. In the event, an exhibitor is not pleased with assigned space location, the Corporate Development Chair(s) will work with the exhibitor to identify remaining vacant spaces and relocate the exhibitor. If registered after the required deadlines or on-site, relocation of space may not be permitted due to availability. Corporate members who join by April 1, 2023 receive priority for selecting exhibit space location. After specified date, exhibit space location will be determined on a first come, first serve basis. If space is available, wait-listed exhibitors may register after the cut-off date or on-site based on potential "no shows," but neither space or location are guaranteed.

SPACE SET UP/BREAKDOWN: Exhibitors may set up Wednesday afternoon, August 30, between 1:00 - 5:00 p.m. after checking-in with SCMGMA staff to receive registration materials. SCMGMA staff will be present in the exhibit hall during set-up hours for assistance. Breakdown is Friday morning, September 1, following the breakfast with attendees.

****REMEMBER TO MAKE PICK-UP ARRANGEMENTS FOR YOUR BOOTH AT END OF EVENT!**
SCMGMA will not be responsible for booth left at the end of the event.



EXHIBITOR SPACE INFORMATION CONT.

ON-SITE AUTHORIZED EXHIBITOR REPRESENTATIVE: For the best exhibitor experience, having one designated representative is recommended to be responsible for connecting with the Corporate Development Chairs(s) and/or committee member for questions, concerns, or any other needs prior to or during the event. If for any reason the exhibitor's representative changes, SCMGMA requests that updates be made 15 days prior to event (or sooner). Note that representative updates submitted after the 15 day deadline may not appear on the exhibitor list provided to event attendees and a name badge provided by SCMGMA may not be available at registration. Every effort will be made by the Corporate Development Committee to accommodate last minute changes but cannot be guaranteed. The exhibitor's representative is responsible for ensuring the exhibitor's space is appropriately manned during key exhibit times and that representatives operate in a professional and respectful manner.

SECURITY: SCMGMA will not be responsible for any exhibit material left behind or for valuables left unattended in exhibitor space.

INTERNET: The hotel will provide complementary wireless internet access in meeting and sleeping rooms. SCMGMA cannot guarantee availability of any level of bandwidth.

DECORATING CONTEST: Exhibitors are encouraged to participate in decorating their booth to align with the event theme. Attendees of the event will vote to select a winner and that exhibitor will receive a 25% discount for their exhibitor space at the 2024 event. Exhibitors are also encouraged to participate in event contests, costume dress and activities.



EXHIBITOR REGISTRATION INFORMATION

INFORMATION PACKETS: Materials included are (a) name badges, (b) event program, (c) attendee list, (d) appropriate sponsor ribbons, (e) door prize policy, and (f) exhibitor guidelines.

ATTENDEE LIST: A pre-event attendee mailing list will be e-mailed to exhibitors approximately on or by July 15, 2023. An updated list will be provided in the information packet on-site. Exhibitors will also receive an attendee list approximately one month following the event that will list any attendees who registered on-site at the event. These lists will include mailing addresses and e-mail for all of the participants.

DOOR PRIZES: Exhibitors are encouraged to provide door prizes of at least \$25.00 in value. Door prizes will be awarded via a drawing on the afternoon of Thursday, August 31, during the *Exhibitor Champagne Toast*. Pre-drawn winners are not accepted. Instead, exhibitors will be invited to the stage to draw an attendee's name from their collection of business cards (or other door prize registration card). Attendees are allowed to receive one door prize. Should their name be drawn a second time, exhibitor's will be asked to select a another name until a new winner is chosen. **Attendees must be present to win. Individual special drawings will also be allowed with prior approval from the event committee and announced earlier in the day.**



PROMOTIONAL OPPORTUNITIES

SCMGMA will recognize corporate members, sponsors and exhibitors in the following ways:

PRIOR TO EVENT:

- Logos of corporate members and level of sponsorship will be posted on the SCMGMA website.
- Exhibitors may request to have their logos displayed on the SCMGMA website (requests made to cindyott63@gmail.com).
- Exhibitors will be promoted on the SCMGMA Facebook and LinkedIn pages.
- Exhibitor contact information will be provided to all attendees electronically.
- Exhibitors will receive an attendee list including e-mail and mailing address for use with pre-event advertising (note that list prior to event may not be complete). Any exhibitor wishing to use the SCMGMA logo on any printed materials must provide a copy of materials to be printed for approval (submissions sent to cindyott63@gmail.com).

DURING EVENT:

- Exhibitors will be displayed on an event poster.
- Exhibitor names and organization information will be listed on the card attendees present for exhibitor initialing.
- Exhibitors and corporate sponsors will be recognized during the Thursday luncheon.
- Exhibitors providing door prizes will be given five minutes to introduce themselves, their organization, door prize and recognize the winner (door prize guidelines apply).



ADDITIONAL EVENT INFORMATION

SPONSORSHIP OPPORTUNITIES: There are numerous opportunities for sponsorship. Please contact Cindy Ott at 803.387.7864 or cindyott63@gmail.com; or Selena Alexander at 864.238.0470 or slinky1951@gmail.com.

OPPORTUNITIES INCLUDE, BUT NOT LIMITED TO:

- Name badge holders - \$800.00
- Event attendee bags - \$2000.00 (**SOLD**)
- Printing for event program / posters - \$1000.00
- Sponsor or provide a speaker - can be from exhibitor's organization.
- Sponsor a speaker's expenses - \$500.00 each
- Wednesday evening Welcome Reception - \$1000.00
- Thursday or Friday Breakfast - \$1000.00
- Thursday Luncheon - \$2000.00
- Thursday Champagne Toast - \$1000.00
- Thursday Evening Party - \$2000.00
- Friday Luncheon - \$1000.00

OTHER:

- Exhibitors wishing to arrange a special event for SCMGMA attendees may submit a request prior to the event to be pre-approved by the SCMGMA Board and may not conflict with other SCMGMA activities previously planned. Hospitality suites must be pre-approved by the Events Committee and hotel prior to conference. No meeting rooms may be reserved by exhibitors that are next to the SCMGMA event.

PRESENTATION ATTENDANCE: Corporate Members and Exhibitors are encouraged to attend any educational sessions, as desired. ACMPE and AAPC credits will be provided to attendees. Assisting with introductions of speakers is also encouraged. Any Corporate Member or Exhibitor wishing to assist may submit a request.



HOTEL ACCOMODATIONS / INFOMRATION

CHECK-IN: Exhibitor and attendee hotel rooms will be located above/adjacent to Harrah's Conference Center, referred to as the *Cherokee*. This part of the property has a separate hotel check-in desk and valet parking. **DO NOT CHECK-IN OR VALET PARK AT THE MAIN RESORT DROP-OFF/DESK as guests will be asked to drive down to the Cherokee for valet parking and assistance with luggage. If unsure of accurate location, ask valet to be directed to the Cherokee.**

HOTEL ROOMS: SCMGMA has secured a room block with Harrah's Cherokee Casino and Resort for a rate of \$149.00, plus applicable taxes. A link for hotel registrations is on the SCMGMA website under the News and Events tab on the banner, along with other conference information.

RESORT FEE: This has been waived for SCMGMA exhibitors and attendees. This fee provides free valet and/or self-parking, access to the property pools and fitness center, free standard internet (up to 2 devices), and unlimited local calls.

INTERNET: The hotel will provide complementary wireless internet access in meeting and sleeping rooms. SCMGMA cannot guarantee availability of any level of bandwidth.

FREE PLAY: Exhibitors and attendees will be given a \$25.00 free play casino card which can be claimed at the casino Rewards Center. Names of attendees will be provided to the Rewards Center under SCMGMA Event.



EXHIBITOR INVOICE

Contact Name: _____

Company Name: _____

Mailing Address: _____

City, State, Zip: _____

Phone Number: _____

E-mail Address: _____

Website Address: _____

Brief description of product or service: _____

EXHIBITOR SPACE SELECTION (reference attached diagram)

1st Choice _____ 2nd Choice _____ 3rd Choice: _____

Exhibitors NOT to be placed near (competitors): _____

Special Requirements: _____

Special Requests: _____

Representative(s) Working Your Exhibit Space (**apply \$250.00 for each above two**):

1. Name, Phone & E-mail: _____

2. Name, Phone & E-mail: _____

3. Name, Phone & E-mail (apply \$250): _____

4. Name, Phone & E-mail (apply \$250): _____



EXHIBITOR INVOICE CONT.

____ Corporate Member \$_____

____ Platinum - \$12,500 ____ Gold - \$5000

____ Silver - \$3500 ____ Bronze - \$2000

____ Established Affiliate Member Exhibitor \$1200.00

____ New Affiliate Member and Exhibitor \$1500.00

New Affiliate May Also Select a Chapter:

____ Charleston ____ Coastal ____ Florence

____ Greenville ____ Midlands ____ Spartanburg

____ Non-Member Exhibitor \$1800.00

____ Additional Exhibit Representatives (above two) \$250.00 x ____

____ Other Sponsorship \$_____

____ Late Fee (**after August 1, 2023**) **\$150.00**

TOTAL AMOUNT PAID: \$_____

PAYMENT METHOD:

____ Check Enclosed ____ Credit Card ____ Pay Online at www.sc-mgma.org

____ Pay via secure e-mail at scmgmaconfmembership@scmgma.com (include this invoice)

Credit Card Number: _____

Type of Card: ____ American Express ____ VISA ____ MASTERCARD ____ DISCOVER

EXP Date: _____ CID: _____

Credit Card Billing Address: _____

City, State & Zip: _____

Authorized Name on Credit Card: _____

MAIL COMPLETED INVOICE WITH CHECK TO:

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

E-MAIL COMPLETED INVOICE with CREDIT CARD TO:

Secure Payment Site
scmgmaconfmembership@scmgma.com