



SCRHA
Southern California
Rental Housing Association

Innovations in Rental Housing Education Conference & EXPO

Thursday, September 16, 2021

**Town & Country Hotel
Golden State Ballroom**

Exhibitor's Kit

Welcome!

The Southern California Rental Housing Association® is pleased to host its

46th Annual Innovations in Rental Housing Education Conference and EXPO **Thursday, September 16, 2021** **at the Town & Country Hotel Golden State Room**

This is the largest industry event in Southern California with more than 1,200 multi-family property owners, managers, investors, and industry suppliers in attendance for this daylong event. Each year attendees enjoy free seminars, prizes and 120+ booths where exhibitors display their products and services.

MOVE-IN DATE & TIME

Wednesday, September 15, 2021

2:00 p.m. – 7:00 p.m.

****New Docking Area—Load in Times will be assigned** Note you will not be able to leave your vehicle the loading dock.**

DATE AND SHOWTIMES

Thursday, September 16, 2021

7:30am: Exhibitor and Attendee Registration Opens

8:30am – 2:15pm: Education Seminars

9:30am: Ribbon Cutting and floor opens

9:30am – 3:00pm: Exhibition time

3:00pm: Exhibit Halls Closes

MOVE-OUT DATE & TIME

Thursday, September 16, 2021

3:15 p.m. – 8:00 p.m.

LOCATION

The Town & Country Hotel – Golden State Ballroom

500 Hotel Cir N, San Diego, CA 92108

PARKING

\$8 per car, with no in-and-out privileges. No validations.

SPONSORSHIP OPPORTUNITIES

Opportunities are still available. Contact the Events Team at 858.278.7070 or at

events@socalrha.org or online at socalrha.org

SEMINARS

Timely topics presented at this year's EXPO provide owners and managers the latest information and tools for marketing, maintaining, and operating their rental properties.

The classes will be at two stages in the Education Pavilion.

Exhibitor Checklist

- _____ Exhibitor showtime & schedule
- _____ Exhibitor Guidelines signed before deadline
- _____ Electrical Form
- _____ Wireless Internet Service Form
- _____ Carden completed form for decor
- _____ Carden completed form for carpet, electrical and chairs.
- _____ Catering form
- _____ Maintenance Mania Form
- _____ Prize drawing announcement form

EXHIBITOR GUIDELINES REQUIRED FOR BOOTH SET-UP

This form must be reviewed, signed, and submitted to events@socalrha.org no later than 5 p.m. PT on Wednesday, August 25, 2021, to be able to load in and set up for EXPO 2021**

Please acknowledge each item below by checking each line or initialing each line below. All lines must be checked off or initialed to submit your form. Questions? Contact the Events Team at 858.278.8070 or at events@socalrha.org.

Payment for Exhibitor Booth:

You agree to pay in full your booth prior to set-up. Note that booths not paid for may delay exhibitor set-up.

Set up is Wednesday, September 15, 2021 at the Town & Country Hotel, Golden State Ballroom-- ** New Docking Area—Load in Times will be assigned**

IMPORTANT NOTICE: The show has moved to the Town and Country Hotel from the San Diego Convention Center. The move-in and move-out procedures will be very different as the dock space is very limited. A Teamster will collect your contact information when you arrive. You will be called as a space becomes available to unload and move your car immediately. Unfortunately, you will not be able to leave your vehicle in the dock area while you move into the show. It will be a longer move-in process this year, please plan accordingly. If you have ANY questions about this, please call Sabrina Shields at Carden Convention Services, 619/247-3467.

___ Show set up is from 2 p.m. – 7:00 p.m. (Loading dock will be in a new location, specific instructions in the Carden form) Load in after 7:00 p.m. will incur a charge of \$250 in 30-minute increments, that the doc needs to stay open.

___ Exhibitor registration setup is from 2 p.m. – 7:00 p.m.

___ Electricity set up is from 2 p.m. – 7:00 p.m.

___ Website access set up is from 2 p.m. – 5 p.m.

___ Security will be provided overnight by the Town & Country Hotel

___ To avoid last minute/ additional equipment charges, contact Carden Convention Services Company at **619.247.3467**-Carden Kit is available through the floorplan at socalrha.org

___ Self-contained exhibit displays may not exceed more than 8' in back wall height from the floor and must be confined to the rear one-third of each booth. Such sidewall must be visibly acceptable to adjoining exhibit displays and EXPO management. In all other portions of the booth, no display materials shall be placed to exceed a height of 4' from the floor. **If your booth is at the front of the hall near registration display material may not exceed a height of 4' from the floor.**

___ Structural integrity: All exhibitor booths must be constructed in a manner to withstand normal contact or vibration. Please be mindful of booths near yours and adhere to all safety precautions during set up, during the EXPO and breakdown.

The EXPO is Thursday, September 16, 2021 at the Town & Country Hotel:

NO SET UP ALLOWED

Exhibitor hours are from 9:30 a.m. – 3:00 p.m.

Exhibitor registration is from 7:30 a.m. – 1:30 p.m.

EXPO 2021 show closes at 3:00 p.m. and tear down is not allowed before that. *DO NOT TEAR DOWN EARLIER THAN 3:15 p.m. It will be announced that you can begin to tear down. YOUR COMPANY WILL BE FINED \$500 if booth(s) are teared down early.*

Music or Art Licensing:

No music is allowed unless exhibitor has purchased necessary licensing permissions and has provided copy of licensing to the association prior to September 10, 2021. Exhibitors are responsible for any necessary music or art licensing needed as part of their booth.

Show Insurance:

Each exhibitor is responsible to secure their own general liability and/or event cancellation insurance if for unseen situations occur the day of the show. Insurance typically starts at \$84 and up. For more information visit <https://www.rainprotection.net/eip-for-organizers-pdf-link>

This will help make exhibiting at the SCRHA show easier. (Note that there are other insurance companies that provide the same type of insurance. The SCRHA does not receive any royalties or payments for exhibitors signing up for this product, but we feel that this type of insurance will help protect our exhibitors if they are unable to exhibit. SCRHA show insurance does not cover Exhibitors or their equipment and products.

Food and Beverage Rules:

ANY food or beverage item served in your booth **MUST BE** purchased from the Town and Country Hotel.

Small sized candy is permitted at booths. Candy should be no larger than 1' x 1'.

If you or your staff choose to consume alcoholic beverages, please drink responsibly. This is considered a work event.

Harassment Policy:

The Southern California Rental Housing Association has a zero-tolerance for any form of harassment or discrimination, but not limited to sexual harassment by participants at our meetings and conferences. If you experience harassment or hear of any incidents of unacceptable behavior, please report it to an Association staff person so that we may take the appropriate action. The Association retains the right to remove any individual or company from a meeting or conference without warning or refund in response to an incident of inappropriate or unacceptable behavior.

Digital Media/Photography Consent:

Exhibitors and employees of exhibitors attending the EXPO consent to the use of their photo or digital image or recordings for event and media promotion.

Important Deadlines:

Southern California Rental Housing Association has the right to verify the identity of off-duty officers affiliated with your company who will be attending the show and carrying weapons. Weapons clearance must be submitted by 5 p.m. PT on Friday, August 20, 2021 to events@socalrha.org.

___If you are planning to have a vehicle, potentially hazardous items, or helium balloons in your booth, you need to notify the Southern California Rental Housing Association in writing by 5 p.m. PT on Friday, August 20, 2021 to events@socalrha.org. *YOUR COMPANY WILL BE SUBJECT TO A \$180+ FINE FOR EACH BALLOON THAT NEEDS TO BE EXTRACTED FROM THE TOWN AND COUNTRY HOTEL CEILING.*

___Additional exhibitor badge requests need to be submitted to the Southern California Rental Housing Association in writing by 5 p.m. PT on Friday, August 27, 2021 to events@socalrha.org.

___Any changes, deletions or additions made to the badges need to be submitted to the Southern California Rental Housing Association in writing by 5 p.m. PT on Friday, August 27, 2021 to events@socalrha.org.

Staffing

___For each 10' x 10' booth space, you can staff your booth with up to two (2) people.

___For each 10 X 20 booth space you can staff your booth with up four (4) people

___For each 20x20 booth space you can staff your booth with up to six (6) people

If you need additional booth staffing, you must submit an exhibitor list (with full names, phone number and email address) no later than 5pm PT on Friday, August 27, 2021 for consideration. Staff must be employed by your company. No individuals may staff the booth if they are not directly employed by your company. Additional booth staff will need to receive proper badge identification to enter the exhibitor floor.

Guest Attendees- Each exhibitor will receive ten (ten) tickets to give away to rental property owners and manager clients. Send in your guest list with full name, address, personal guest email address, guest cell phone number to events@socalrha.org. SCRHA will respond via email once they have received your guest list. Additional Guest passes may be purchased at \$15 per person. For more information contact events@socalrha.org.

Exhibitor Reminders:

___Exhibitors are not permitted to distribute literature or otherwise solicit business outside their booths unless approved by the Events Team.

___Standard booths are supplied with equipment consisting of:

- a rear background curtain on frame not to exceed 8' in height
- two side dividers of curtains on frames not to exceed 3'
- an identification sign showing name of firm up to 22 letters including spaces stated on your original booth application form.

___The Southern California Rental Housing Association will not use the P.A. system to announce hourly winners of giveaways. Any prizes/winners should be submitted for display before 2 p.m. Thursday, September 16, 2021. Forms are provided in this kit and will be available in your booths Thursday, September 16, 2021 day of show.

___NO LIVE ANIMALS are permitted on the exhibit floor without written permission from the Association. Please contact the SCRHA's team at 858.278.8070 with any questions.

___General Event Liability Insurance: Each exhibitor is responsible to secure their own general liability and/or event cancellation insurance if for unseen situations occur the day of the show.

___The Southern California Rental Housing Association does not provide validated parking at The Town & Country Hotel. It is recommended that your team carpool if possible. Parking is \$8 with no in and out privileges.

___I acknowledge all other rules as set forth in the exhibitor contract.

By signing, I understand and agree and abide by the Southern California Rental Housing Association 2021 Innovations in Rental Housing Education Conference and EXPO Guidelines. All three pages must be returned and signed by Wednesday, August 25, 2021 to events@socalrha.org.

Company Name

Authorized Name (please print)

Authorized Signature

Date

Email

Phone Number

Cell Number

BOOTH DECORATION, SERVICE PROVIDERS & CATERING OPTIONS

You may choose to decorate your booth. We encourage you to invite your clients to attend the show. Registration is at www.socalrha.org.

Booths will include the following:

- 8' high White back drapes
- 3' high Blue side drapes

You may need to make arrangements for the following:

- Electricity must be purchased separately by the service provider listed below.
- See the service provider listed below for your carpet needs.

Service providers:

- Onsite Audio Visual: 619.525.5339, www.onservices.com
- Internet/Network Telephone Services: 619.525.5510, www.smartcity.com
- Food & Beverage: 619.908.5010 (Alexandra Nath, CMP), anath@towncountry.com
- Electrical: 619.696.6625, www.edlen.com
- Décor: Please refer to your Carden Convention Services

Catering & meal options available at the Town and Country Convention Center:

Day of Event (Thursday, September 16, 2021)

- Beverage stations
- Concessions on the show floor
- Cash bars- drinks only on the tradeshow floor

EXHIBITOR PRIZE DRAWING PRIZE ANNOUNCEMENT FORM

- The Southern California Rental Housing Association will retain the top portion and display the bottom portion at the event. EXHIBITORS- Please make two copies for your records.
- Winner will collect prize at your booth
- If the winner has already left for the day, please make arrangements with winner to collect their prize.
- EMAIL events@socalrha.org this form to the Southern California Rental Housing Association Events Team no later than 10:00 am on Wednesday, September 15, 2021.

COMPANY/EXHIBITOR AWARDDING PRIZE:

Booth#(s): _____ Prize: _____

Company Contact Person: _____

Phone: _____ Ext: _____

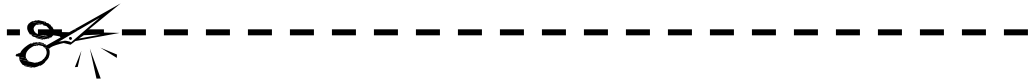
E-mail: _____

WINNER'S INFORMATION:

First: _____ Last: _____

Company: _____ Phone: _____

E-mail: _____



Thursday, September 16, 2021

Southern California Rental Housing Association Expo Booth Raffle Winner!

First: _____ Last: _____

Company: _____

Prize: _____

From: _____ Booth#(s): _____

Contact Person: _____ Phone/ Cell Phone: _____

Email: _____

Education Seminars

- Promote your company and product by introducing the speaker, providing handouts to all its participants, and placing a standing banner in the seminar area.
- Additionally, your company name will be displayed in the marketing materials, including the EXPO program, our main website and on the posted signage related to your seminar.
- Seminar speakers will be announced soon.
- Sponsor must be an Exhibitor.

Available 2021 Education Seminar Sponsorships

Member/Non-Member Pricing

| | | |
|--|--|-------------------|
| Keynote Session | | \$4,000 / \$5,000 |
| General Education Session- 5 available | | \$500 / \$900 |

- Small Claims| Tracey Merrill, Kimball, Tirey & St. John Law Firm
- Avoiding Eviction: Success in Resident Retention & Relationships – Lucinda Lilley, Vice President, FBS Property Management, AMO® and 2021 SCRHA President, Laura Ann Fernea, Executive Director of the City Heights Community Development Corporation
- San Diego Apartment Market Overview | Josh Ohl - Director of Market Analytics for San Diego with the CoStar Group
- Major Appliance Repair Maintenance Class, Peter Cline, The Phoenix Staffing
- Is it Really an Assistance Animal or Are There a lot of Pets on the Property? – Attorney Shanly Hopkins, KTS Law Firm

ADMISSION & ATTENDEES

ATTENDEE LIST & BOOTH VISITORS: The Southern California Rental Housing Association will not supply a pre- or post-attendee list. Please be prepared to collect business cards and/or contact information from those visiting your booth(s):

As an Exhibitor at the EXPO, you can collect contact information from everyone you meet.

Contact the Events Team at 858.278.8070 if you are interested in learning more additional features.

As an Expo passport sponsor, you will receive a free app to download on to your phone.

ADMISSION

- Early Registration through August 1 - Owners and Managers: \$15 SCRHA Members | \$30 Non-Members
- Registration after August 1 - Owners and Managers: \$25 SCRHA Members | \$40 Non-Members
- Non-Exhibiting Suppliers*: \$600 Members | \$800 Non-Members

*Please Note: Registered suppliers may attend between the hours of 2:00 p.m. and 4:00 p.m. only. Non-Exhibiting suppliers promoting a product or service will be escorted out and no refunds will be given.

Register at www.socalrha.org
