

**2018
VENDOR
PACKET**

**FEB 1-3, 2018
San Antonio, TX**



Annual Conference & Trade Show

Fast Facts

Location:

GRAND HYATT
600 East Market Street
San Antonio, Texas

Guest Room Rate:

\$179 single/double occupancy

**RESERVE
Booth Early
to
SAVE \$\$**

Trade Show Dates & Hours (*subject to change)

Friday	February 2	8 am – 6 pm*
Saturday	February 3	8 am – 6 pm*

Move In:

Thursday, February 1 10 am – 5 pm*

Move Out:

Saturday, February 3 6 pm – 10 pm*

Booth Rate:

Each 10 x 10 booth **\$2,450 per booth** **Early Bird Price \$2,300**

EARLY BIRD SPECIAL: Applications & deposits received by **July 1, 2017** 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 (\$2100) and Gold Vendors receive a discount off of the regular booth price for Early Bird special (\$2205) if Booth Registration is received by July 1, 2017.* Registrations received after that date will be regular pricing (\$2,450). 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 \$500 per person.**

NEW THIS YEAR: 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:

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

Payment Deadline:

50% deposit is due with signed contract, and is required before assignment of booth space. **Final payment due December 1, 2017.**

Application Deadline:

To reserve your spot, application & deposit must be received by October 1, 2017 (**July 1, 2017 for Early Bird Discount or Special Platinum/Gold Vendor Discounts**).

Vendor Registration/ Application Process

Review the attached floor plan and complete the enclosed Exhibit Space Contract and Payment Authorization Form. 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.*

To register and secure your booth, you must complete the required forms mentioned above as well as provide a 50% deposit to hold your booth space.

Trade Show 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.

Booth Payment Information & Deadline

To reserve your booth, a completed application and 50% deposit must be received to PFA by October 1, 2017. Applications received prior to July 1, 2017 will receive the special Early Bird pricing discount or the special Platinum & Gold Vendor discounts. For your convenience, we have attached a Booth Payment Form that you can use if paying by Credit Card or by Check.

Hotel Registration Process

Once we have received your Exhibit Space Application, Booth Payment Form & 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 Grand Hyatt is \$179 (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 10/01/17 to receive a 50% refund, less a \$400 processing fee. If the booth is re-sold, a 100% refund will be returned. Cancellations after 10/01/17, will not receive a refund, unless the booth is re-sold, in which case a full refund will be given, less a \$400 processing fee.

Contact Us

Paper First Affiliates 3021 Citrus Circle
Phone 877.472.7371 FAX 925.926.0123

Suite 230 Walnut Creek, CA
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	2018 Booth Pricing	
			Early Bird Sign Up by 7/1/17	Sign Up after 7/1/17
Platinum	• Discounts • Group Rebate to PFA • <i>Annual</i> Conference Attendance AND • <i>Annual</i> Conference Sponsorship/ Underwriting additional events/programs	• 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	\$2,100	\$2,450
Gold	• Discounts • Group Rebate to PFA • <i>Annual</i> Conference Attendance OR • <i>Annual</i> Conference Sponsorship/ Underwriting additional events/programs	• 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	\$2,205	\$2,450
Silver	• Discounts • Group Rebate to PFA • Intermittent participation in Annual Conference	• Access to Confidential Member List & Automatic Updates • Recognition on PFA Marketplace & Weekly Update • Recognition at all PFA Events	\$2,300	\$2,450
Bronze	• Discounts	• Access to Confidential Member List & Automatic Updates	\$2,300	\$2,450
Info Only	• No discounts offered • No approved program with PFA		\$2,450	\$2,450

2017 VENDOR APPLICATION



STEP 1: Exhibit Space Application

Please complete this application **AND Booth Payment Form** to reserve now and receive the Early Bird Discount. Please note that a **50% deposit is required** before assignment of booth space.

1 PLEASE FILL IN ALL INFORMATION ON THIS CONTRACT

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.

COMPANY NAME

CONTACT NAME

COMPANY ADDRESS

CITY

STATE/PROVINCE

ZIP

OFFICE PHONE #

CELL #

FAX

EMAIL

2 BOOTH INFORMATION

of Booth(s) required:

Configuration desired:

Location Preference:

1st Choice

Booth #

2nd Choice

Booth #

3rd Choice

Booth #

3 Exhibitors that you prefer NOT to be near:

Please complete this application and send in by **JULY 1, 2017 (Early Bird)** or **OCTOBER 1, 2017**.

Booth space is on a first come, first served basis. Don't miss the opportunity to participate.

PAYMENTS: Please complete the attached **Booth Payment Form**. **We cannot reserve a booth without payment.**

CANCELLATION POLICY: If you wish to cancel your booth contact PFA by 10/01/17 to receive a 50% refund, less a \$400 processing fee. If booth is re-sold, a 100% refund will be returned. Cancellations after 10/01/17, will not receive a refund, unless the booth is re-sold, in which case a full refund will be given, less a \$400 processing fee.

2018 VENDOR APPLICATION



STEP 2: Booth Payment Form

Submit Your Payment in One of these Easy Ways.

1

PAYMENT BY CHECK OR MONEY ORDER

Attach to this form along with your Exhibit Space Application and a company/cashiers check or money order payable to Paper First Affiliates and mail to:

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

FAX 925.926.0123

2

CREDIT CARD PAYMENT

Mail or FAX this form in along with your Exhibit Space Application:

COMPANY NAME

CARDHOLDER NAME

CARDHOLDER BILLING ADDRESS (As it appears on the credit card account)

CITY

STATE/PROVINCE

ZIP

CARD TYPE:

☐

Visa

☐

MC

☐

AMEX

☐

Discover

CARD NUMBER

EXP DATE

SECURITY CODE

DEPOSIT AMOUNT:

of booth(s) X \$2,450 (or \$2,300 if received before July 1, 2017 Early Bird)

Platinum Vendor Early Bird (\$2,100) & Gold Vendor Early Bird (\$2,205) if received by JULY 1, 2017)

Total price of booth(s) requested

Deposit

50% required

Additional Charges may apply, as noted in the Vendor Packet. The price of the booth includes participation for Two (2) Vendor Participants per vendor per booth. (If you have 2 booths, your cost covers up to 4 attendees, one booth your cost covers up to 2 attendees. (3 – 5 HAT Sponsors are exempt). Additional attendees will be charged \$150 per person. Charges will be incurred on the card above after the final attendee list has been confirmed at the start of the event.

FINAL BALANCE AUTHORIZATION:

Yes, I authorize Paper First Affiliates to charge the final balance for my booth space and any additional balances for deposit and/or additional attendees per booth agreement above using the specified credit card above. I understand that the final balance amount will be processed on or after December 1, 2017 and the final attendee balance will be processed on or after February 1, 2018.

SIGNATURE

PRINT NAME



As we celebrate our 24th 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

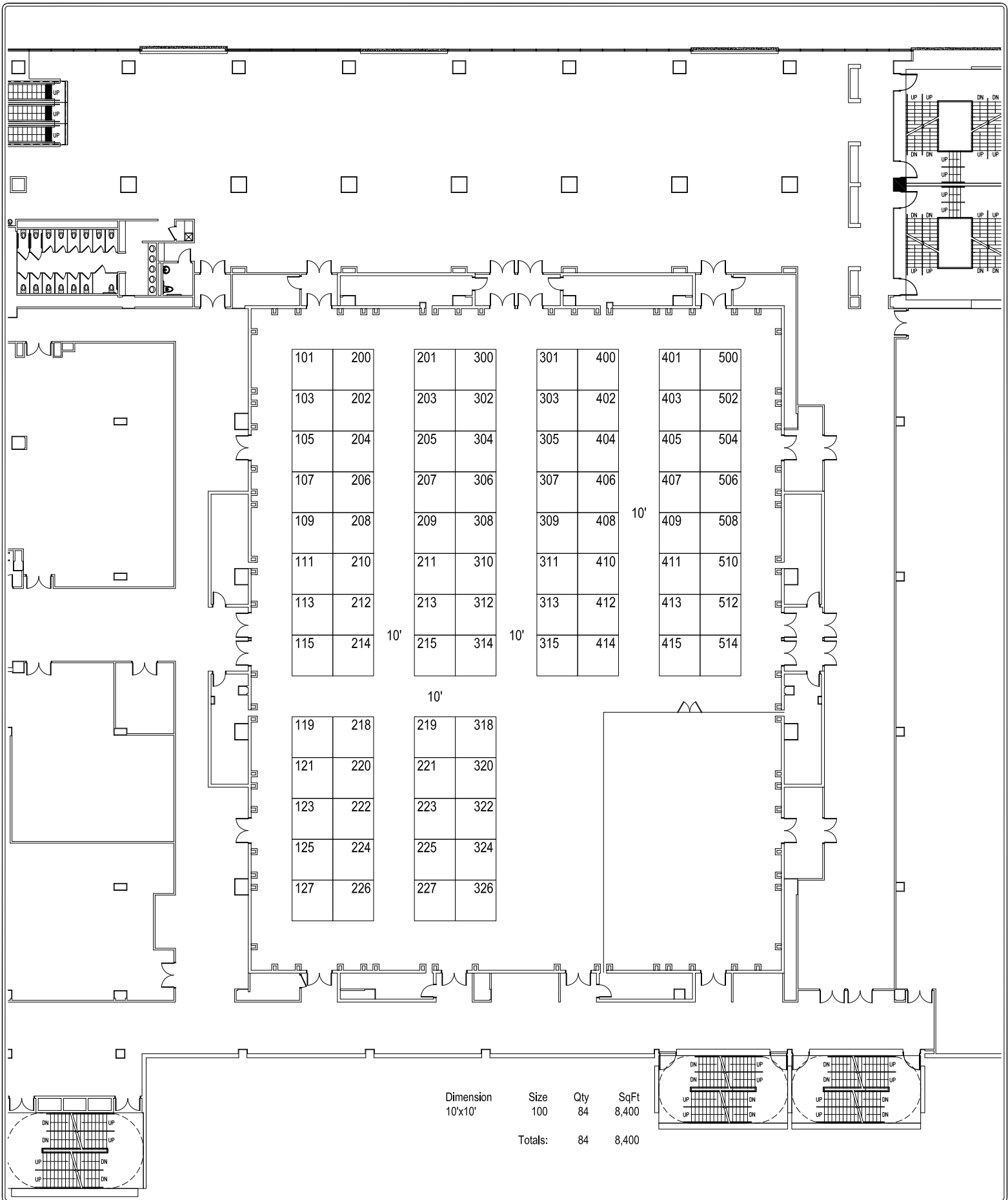
HELP **A**FFILIATES **T**HRIVE. So put on your **PARTY H.A.T.** and help us support the independent party retailers and continue to grow our show!

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 +



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PFA Conference & Tradeshow **February 2-3, 2018** **Grand Hyatt • Lonestar Ballroom** **San Antonio, Texas**

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