



Information for Exhibitors

- Dates:** **October 22 – 26, 2018**
Exhibit area open Monday, October 22 through Friday, October 26
- Place:** Grand Hyatt Atlanta in Buckhead
3300 Peachtree Road NE, Atlanta, GA 30305
Phone: 404-365-8100 or 800-233-1234
- Attendance:** Tax Attorneys, CPAs, Trust Officers, Estate Planners, Financial Planners, CLUs and ChFCs.
- Cost:** The \$1,400.00 investment includes an 8 ft. x 6 ft. area with one draped 6ft. table, and two chairs (\$1,900.00 for one and one-half spaces). This fee also includes attendance at the Monday night cocktail party, continental breakfast each morning, two coffee/coke breaks each day, box lunch, and the Thursday night cocktail party. *Also included is a 30% reduction in the registration fee for representatives of exhibitors who wish to register and attend the Institute (this fee includes the book, materials and CE credits).*
- Shipping:** Display materials should be shipped to your on-site contact and Mallory Decker, Grand Hyatt Atlanta Hotel, 3300 Peachtree Road, NE, Atlanta, GA 30305. **Mark shipment for: Southern Federal Tax Institute, the name of your firm and your on-site contact.** Packages should not arrive more than 3 days before the meeting. There will be a charge of \$3.50 per box for moving and storage (number boxes __ of __). If package weighs over 150 pounds contact Barbara Schuster at 404-364-3956 or email barbara.schuster@hyatt.com.
- Set-up:** Exhibit area will be available for set-up on Sunday after 5:00pm, or Monday/Tuesday evening after 7:30pm. It must be ready by 7:00am Wednesday, October 24th. This flexible set-up arrangement and tear-down arrangement (see below) allows you to set-up as early in the week as you wish and to tear-down when you wish, but all set-up and tear-down must be in the evening after all SFTI activities have concluded. **If using a booth, please be sure to include size on the application.**
- Tear-down:** Exhibits conclude at 1:00pm Friday, October 26, 2018. If you wish to tear-down your exhibit Monday, Tuesday, Wednesday or Thursday after 6:30pm, please note on the Exhibit Application Form.
- Hotel:** Discounted hotel rooms for SFTI are available to you at the Grand Hyatt. Please use the hotel reservation form in the meeting program or go to www.sfti.org.
- Electricity/Telephone:** If you need electricity and/or a phone, please fill in the information on the Exhibit Application Form. The Grand Hyatt will work directly with you regarding electricity and phone needs. For questions regarding this, contact Barbara Schuster at 404-365-3956.



53rd Annual Southern Federal Tax Institute
October 22 –26, 2018 - Grand Hyatt Atlanta in Buckhead
Exhibit Area Open: Monday-Friday, October 22–26, 2018

EXHIBIT APPLICATION FORM

Investment: ___ 8' x 6' space \$1,400.00 ___ Space & one half \$1,900.00

Special Offer: Exhibitors may register for the Institute at 30% off the registration fee.
These registered exhibitors will receive a book, materials and CE credits

COMPANY _____
ADDRESS _____
CONTACT PERSON _____
TITLE _____
TELEPHONE (_____) _____ FAX (_____) _____
E-MAIL _____
WEB ADDRESS: www _____

Indicate if you will be bringing a booth (include size), using the table furnished or both.
Booth(size)_____ Table ___ Both(size of booth) _____ Do you need an easel? Yes ___ No ___

Electricity: Yes___ No___ Telephone Yes___ No___ (Handled directly by the Hyatt (404-237-1234 ext 4231)
at Exhibitor's Expense).

Evening Setting Up: _____ Evening Tearing Down: _____

Company Description: Please email your company description (limit 75 words) to
mdecker@brammgmt.com. Registrants will receive a list of exhibitors including this information.

If you are having a Drawing please let us know the particulars. Item(s): _____

Badges: Name badges will be provided for persons working in your booth. Email these names to
info@sfti.org by September 24, 2018.

Exhibitor Release: Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and
save the Southern Federal Tax Institute, Inc., The Grand Hyatt, Hyatt Hotels Corporation and its employees and
agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and
attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the
exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of The Southern
Federal Tax Institute, Inc., The Grand Hyatt, Hyatt Hotels Corporation, its employees and agents.

In addition, Exhibitor acknowledges that the Southern Federal Tax Institute, Inc., The Grand Hyatt, Hyatt Hotels
Corporation do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of
Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

Please make checks payable to Southern Federal Tax Institute. Enclosed check # _____

OR AMEX, MC, VISA card # _____ Exp. Date _____

Exhibitor Authorized Signature: _____

RETURN TO: Mallory Decker, Executive Director – mdecker@brammgmt.com
Or fax – 1-800-858-9940

RULES AND REGULATIONS °

Act of God •

In the case of cancellation of the institute, or unavailability of the exhibit hall, due to Acts of God, war, threats or acts of terrorism, governmental authority, fire, strike, labor disputes, or any other cause beyond the control of the SFTI, this agreement shall terminate, and SFTI shall not be responsible for any damages or expenses incurred by the sponsor or exhibitor in connection therewith.

Assignment of Exhibit Space •

Assignment of space will be determined by the SFTI. SFTI has the right to rearrange the floorplan in the event of conflicts.

Cancellation Policy •

All sponsor / exhibitor commitments are non-refundable.

Character of Exhibits •

No exhibit shall be permitted to interfere with another exhibit, impede access to another exhibit, use the space of another exhibit, or interfere with the free use of the aisle in front of any exhibit. All exhibit materials, including decorations, exhibit display, and audiovisual equipment must conform to fire regulations and electrical codes of the hotel. Exhibitors with audible electric devices, videos and other exhibits or devices, which might prove objectionable to other exhibitors, may be required to accept booth assignments that diminish reasonable objections.

Compliance •

These instructions and regulations have been formulated for the best interest of the sponsor / exhibitor. Failure to comply may result in removal of an exhibit or cancellation of a sponsorship with no refund of fees to the sponsor / exhibitor.

Dismantling •

No booth may be dismantled until the time noted within the final sponsor/exhibitor kit. Any exhibitor that begins dismantling before this time may revoke their right to exhibit at any future SFTI.

Distribution of Printed Material •

Except from within rented space, exhibitors and sponsors shall not distribute printed material, samples, souvenirs, and the like. Distribution of materials elsewhere in the exhibit area, general or breakout session space, in the hotel or on hotel property is not permitted.

Insurance & Liability •

Sponsor / exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save SFTI and its employees and board of trustees harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's transportation, installation, removal, maintenance, occupancy, display or use of exhibits, or of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of SFTI and its employees and board of trustees.

Mailing List •

Electronic list of registered attendees (including only physical addresses and e-mail addresses) will be provided to Sponsors entitled to such list two weeks prior to the start of the Institute and within one week of the conclusion of the Institute. The electronic list is provided for the sole purpose of contacting attendees of the Institute to promote Sponsor attendance at the Institute (pre-Institute contact) and to thank attendees for their attendance of the Institute (post-Institute contact). The list is provided for one-time use (includes one pre and one post-Institute contact) and may not be duplicated or entered into a database. Please see below for a full copy of the Mailing List Usage Policy.

Multi-Year Commitments •

Sponsors / Exhibitors that opt into a multi-year commitment may take advantage of a 15% discount on both years of support. Full payment of the 2018 sponsorship and a deposit of 25% of the 2019 sponsorship is required upon commitment. The remainder payment is due on or before April 6, 2018. Deposits are non-refundable.

Property Damage •

Sponsors / Exhibitors are responsible for damage to property. No signs or other articles shall be posted, nailed, or otherwise attached to any of the pillars, walls, doors, floors, etc., in such a manner as to deface or destroy.

Shipping Instructions, AV, Electricity & Telephone Service •

Information regarding these items will be available to sponsors / exhibitors prior to the institute and will be distributed via US Mail and/or email.

Sponsors who are Exhibitors •

The cost of any Exhibitor, who is also a sponsor (minimum \$3,500 sponsorship), is reduced by \$500.00 (from \$1,400 – for a single table - to \$900 or from \$1,900 – for 1.5 tables - to \$1,400).

MAILING LIST USAGE POLICY

All sponsors entitled to mailing list usage will receive one pre and one post-Institute mailing list of attendee addresses (physical address and e-mail address) for use in promoting their attendance at the annual Institute (pre-Institute contact) and to thank the attendees for their attendance of the Institute (post-Institute contact). By accepting delivery of each list, sponsor agrees to the terms outlined below.

- Attendee names and addresses may be used only for mailing purposes (physical or electronic delivery only) and may not be used for telephone or personal contact.
- SFTI names or logos may not be used on any material mailed by user. The sponsor may reference their attendance at the “53rd Annual Southern Federal Tax Institute”.
- Sponsor may use attendee names and addresses for an approved use one time only (one pre-Institute contact and one post-Institute contact). Sponsor will not copy, replace, or duplicate the names and addresses or any portion thereof or extract or retain any information there from. Sponsor will not at any time permit any attendee names and addresses to pass into the hands of any other person, association, organization, or company. Any prohibited or unauthorized use by Sponsor shall constitute a material breach of the sponsorship agreement.
- Any post-Institute mailing must take place within sixty (60) days of receipt of the list.
- Sponsor will hold SFTI harmless against any damages or claim of damage, costs and reasonable attorney fees, arising out of any actual or alleged impropriety or illegality of mailed matter or infringement of trademark, trade name, or copyright belonging to others.
- Sponsor agrees to forward within thirty (30) days following receipt, any letters or other documents (or copies thereof) containing complaints by attendees regarding the sponsor’s mailing, the matter transmitted therein, or the offered product or service.
- Sponsor is solely responsible for determining that the information provided is sufficiently accurate for the sponsor’s purposes.