

# **GEORGIA STATE BOARD OF WORKERS' COMPENSATION**



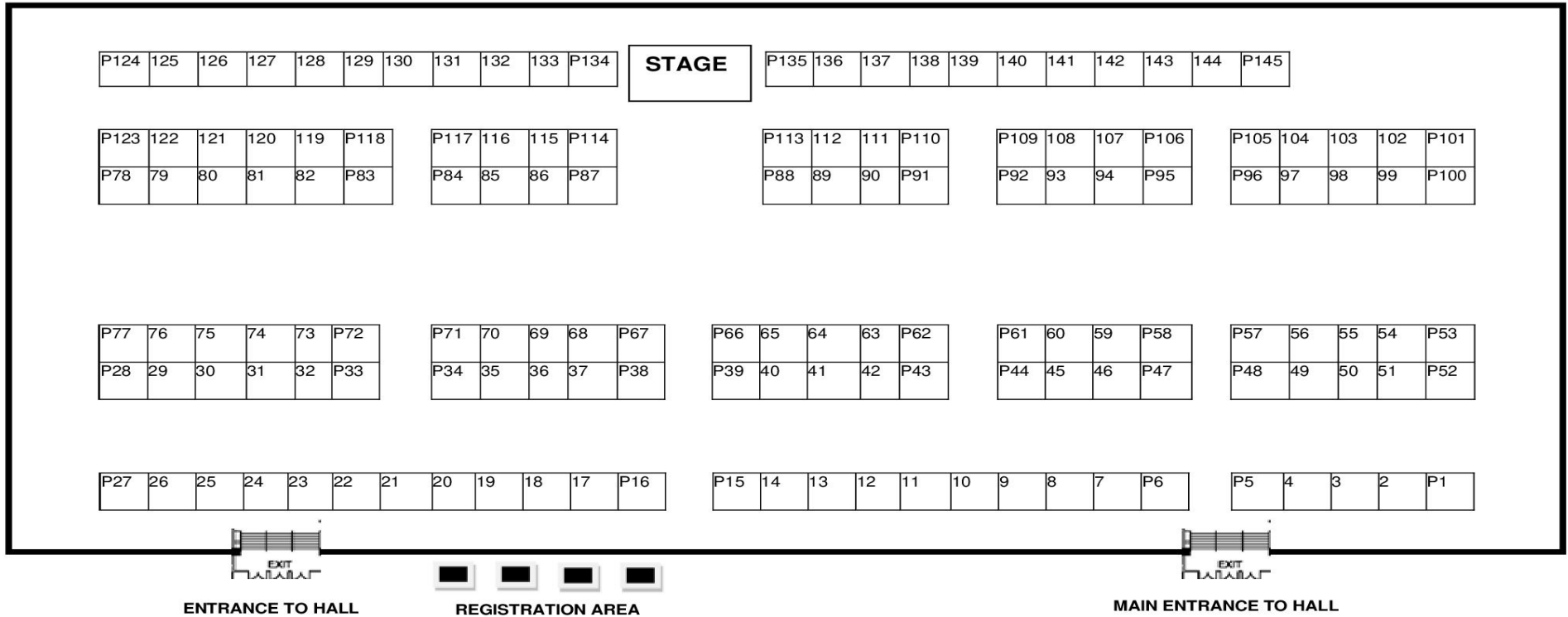
**2023**

**ANNUAL EDUCATIONAL CONFERENCE  
EXHIBIT BOOTH / SPONSORSHIP  
INFORMATION PACKET**

# EXHIBIT INFORMATION

- The location of the SBWC Annual Educational Conference is the Hyatt Regency Atlanta Hotel – 265 Peachtree Street, NE, Atlanta, Georgia - 30303.
- For those who exhibited the prior year (2022) – you will receive priority in registering! You will be given **THREE DAYS** to register and afterwards, the remaining workers' compensation community will be allowed to register.
- The location of the food and beverages will be determined by the Hyatt staff based on additional events that will take place in the exhibit hall.
- The cost to exhibit is \$1,500.00 and \$1,700.00 for prime locations (see exhibit layout).
- The link will be posted on our website at a pre-determined time. All exhibit registrations **MUST** be done online – even if you are paying with a check.
- This year's theme is SBWC Presents: Blue Ribbon Presentation on Current Workers' Compensation Issues (a state fair/carnival theme)
- All booths are located on the Exhibition Level – in the Grand Hall. Booth size is 8' x 10' – 8 feet deep and 10 feet wide.
- Booth placement is based on a **first come – first serve basis**. During the registration process you will have the opportunity submit up to **ten** booth locations that you are interested in. If neither of the booths are available at the time I receive your response – I will select the next closest.
- Booths **will not** be held or reserved under any circumstances. You are guaranteed a booth once you go online, register, select check or credit card and click on the submit button on both screens. If you select "check" as a form a payment – the check **must** be received in our office within 14 business days – if not – then your booth will be released back into the pool. **Your booth is not guaranteed until payment is received.**
- **Please know that assigning booths is a very time-consuming process. Each company representative is contacted directly to confirm their booth number before moving to the next company. For the past couple of years – the Board has sold at least 80% of the booths in the first two days. Therefore, it may be a week before you receive information regarding your booth assignment. Once the booths sell out – the registration website will shut down. At that point a waiting list will begin.**

**GEORGIA SBWC ANNUAL EDUCATIONAL CONFERENCE**  
**AUGUST 28 – 30, 2023**  
 HYATT REGENCY ATLANTA  
 EXHIBITION LEVEL – GRAND HALL  
 ATLANTA, GEORGIA



**\*\*ADDITIONAL INFORMATION – 2023\*\*\***

1. Any box with the letter P in front of the booth number is considered a prime location. See registration website for cost.
2. Each row of booths is facing the opposite side – for example –booth P1 is facing booth P52....25 is facing 30....64 is facing 89 and 121 is facing 126.
3. All booths are the same size... 8' deep (from front to back) and 10' wide (from left to right).
4. The Board and the Hyatt have the right to change the location of the F & B areas due to last minute issues/concerns.

**Exhibit Alert! Exhibit Alert! Exhibit Alert!**

# **ATTENTION EXHIBITORS**

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## **THE GEORGIA STATE BOARD OF WORKERS' COMPENSATION ANNOUNCES YOUR EXHIBIT OPPORTUNITY**

**AT OUR**

**~ 2023 ANNUAL EDUCATIONAL CONFERENCE ~**

**MONDAY, AUGUST 28, 2023 – WEDNESDAY, AUGUST 30, 2023**

**THE HYATT REGENCY ATLANTA HOTEL  
265 PEACHTREE STREET, NE  
ATLANTA, GEORGIA 30303  
404-577-1234**

**For Hotel Reservations Use the link below:**

<https://www.hyatt.com/en-US/group-booking/ATLRA/G-STWC>

**If you have any questions concerning your reservation or the hotel you can call 404-577-1234**

**Special Conference Rate - \$174.00/night + taxes**

**Cut-off date for reserving rooms is Friday, August 4, 2023**

To maximize your networking opportunities, multiple Network Breaks will be scheduled throughout the day.

### **PLEASE NOTE:**

- ◆ 145 EXHIBIT SPACES WILL BE SOLD (SEE LAYOUT).**
- ◆ PRIME LOCATIONS ARE MARKED WITH THE LETTER "P"**
- ◆ PLANS ARE TO COMPLETE THE SELL AND ASSIGNMENT OF ALL EXHIBIT BOOTHS AND SPONSORSHIPS BY FRIDAY, MAY 19, 2023.**

You can register online via the Board's website at [www.sbwc.georgia.gov](http://www.sbwc.georgia.gov) with a Visa, Mastercard, American Express or with a check. Checks must be received within 14 days of the registration date or the exhibit booth will be released.

EXHIBIT TABLES ARE ASSIGNED ON A **FIRST-COME FIRST-SERVE** BASIS!

*This statewide annual event featuring exhibit areas in the Hyatt Regency Atlanta Hotel will provide maximum exposure for showcasing your products and services to those involved in administering workers' compensation and those who provide services and benefits to injured workers.*

# CONTRACT FOR EXHIBIT SPACE 2023 SBWC ANNUAL EDUCATIONAL CONFERENCE

## RULES AND REGULATIONS

**SCHEDULE** – Installation of exhibits must begin on Sunday, August 27, 2023, at 1:00 p.m. (TENTATIVE) and must be completed by 6:00 p.m. on Sunday, August 27, 2023. Take down must be completed by 11:30 a.m. on Wednesday, August 30, 2023. **ALL EXHIBIT BOOTHS SHOULD REMAIN OPEN UNTIL 11:30 A.M. ON WEDNESDAY, AUGUST 30, 2023. PLEASE DO NOT PLAN TO BREAK DOWN BEFORE THIS TIME AS A RESULT OF DISMANTLING BEFORE 11:30 A.M. WILL RESULT IN FORFEITURE OF BOOTH LOCATION AT FUTURE CONFERENCES.**

**CONTRACT FOR SPACE** – Space offered on a first-come, first-serve basis. The application for space and formal notice of acceptance constitutes a contract for the right to use the space assigned. In the event of fire, strikes, or other uncontrollable circumstances, this contract will not be binding. In the event, for any reason, the conference is not held as proposed, the exhibitor shall receive a refund of any amounts paid on exhibit space, less reasonable deductions for overhead expenses incurred. The State Board of Workers' Compensation reserves the right to cancel any contract with any exhibitor at any time prior to or during the conference, and refund any amounts paid less the amount the space was occupied by such exhibitor.

**RESTRICTIONS ON USE OF SPACE** – All demonstrations, interviews, or other activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the whole or any part of the space allotted. Aisles must be kept clear. No noise making devices or public address system shall be allowed. Only one company name per sign is allowed. **Your display cannot block the view of connecting exhibit booths or the aisles of the exhibit areas.** Booths must be staffed at all times during exhibit hours.

**CARE OF SPACE** – Exhibitors shall care for and keep in good order the space occupied by them and surrender such space at the close of the conference in the same condition as it was in when taken over. If the space occupied shall be damaged by the exhibitor or its patrons, the exhibitor shall pay such claims as are necessary to restore the space to its original condition.

**INSURANCE** – Exhibitors shall furnish their own public liability insurance. Exhibitors wishing to insure their goods must do so at their own expense.

**CANCELLATION** – Written notice of cancellation must be received at least 30 business days (July 17, 2023) before the first conference date (August 28, 2023) for a 50% refund of exhibit fee. No refunds will be issued after July 17, 2023.

**LIABILITY** – The State Board of Workers' Compensation reserves the right to restrict exhibits, which, because of noise, method of operation, or for any other reason become objectionable. This reservation includes persons, things, conduct, printed matter, or anything of a character that may be objectionable to the exhibit as a whole. In the event of such restrictions or eviction, the State Board of Workers' Compensation is not liable for any refunds or rentals or other exhibition expenses.

**BUILDING RULES AND CITY ORDINANCES** – The exhibitor agrees to obey all rules of the Hyatt Regency Atlanta Hotel which may be in existence or which hereafter may be made, and to abide by the rules and regulations of the City of Atlanta Fire Marshall and such other departments whose duties embrace regulations of exhibits, etc. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from all such losses, damages, and claims.

**FOOD/BEVERAGE ITEMS** – The Hyatt Regency Atlanta Hotel does not allow food/beverage items from outside vendors although they will be more than happy to assist you in providing any items you may need. Please contact the Hyatt Regency Atlanta Hotel at 404-577-1234 for any questions.

**MISCELLANEOUS** – The State Board of Workers' Compensation reserves the right for final placement of tables / booths. Circulars or advertising matter of any description may be distributed only within the booth assigned to the exhibitor presenting such material, and not placed in the conference seats or tables. The decision of the State Board of Workers' Compensation must be accepted as final in any dispute between exhibitors, or any situation not covered by these rules and regulations.

### EXHIBIT HOURS:

Monday, August 28, 2023 – 7:30 a.m. – 6:00 p.m. (5:00 p.m. – 6:00 p.m. – Meet the Exhibitors Reception)

Tuesday, August 29, 2023 – 7:30 a.m. – 6:00 p.m. (5:00 p.m. – 6:30 p.m. – Chairman's Reception & Kid's Chance Silent Auction)

Wednesday, August 30, 2023 – 7:30 a.m. – 11:30 a.m. **(please do not break down before this time)**

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It is agreed that all rules and regulations are a part of this contract, and no agreement other than those contained herein shall be binding upon the parties unless in writing, signed by a representative of the State Board of Workers' Compensation.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Company Name: \_\_\_\_\_ Email: \_\_\_\_\_

**Please sign and return to:**

SBWC – Hilary Williams, 270 Peachtree Street, N.W., Atlanta, GA 30303-1299 – [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov) / (404) 463-0310 (f)

# CALLING ALL EXHIBITORS!



## EXHIBIT AT THE BOARD'S ANNUAL EDUCATIONAL CONFERENCE!

\$1500.00 / \$1700.00 Exhibit Registration Fee Includes:

Includes:

- ❖ 1 Complimentary registration to the conference  
(Includes admission & drink ticket to the Exhibitors & Chairman's receptions)
- ❖ 2 Complimentary booth attendant passes  
(Includes admission and drink ticket to the Exhibitor's and Chairman's receptions)
- ❖ Exhibit booth in the Grand Hall (8x10 booths - \$1,500.00) / \$1,700.00 (Prime)
- ❖ 1 6-foot table, 2 side chairs, 1 wastebasket and a 7" x 44" identification sign
- ❖ Additional reception tickets can be purchased separately
- ❖ Pre and Post Conference Attendee List
- ❖ Priority Registration for 2024

\*\*\*This rate does not include an electrical outlet or Wi-Fi. You must complete the form from the Hyatt to purchase these items. The form will be provided after your booth number is confirmed.\*\*\*

# **EXCLUSIVE CHAIRMAN'S RECEPTION SPONSORSHIP**



As part of the 2022 annual Chairman's Reception, we offer a cocktail reception on the second day of the conference. All attendees are invited to attend this popular event and participate in the Kids' Chance of Georgia silent auction. This sponsorship is a high-profile package with offers a vast amount of networking benefits created in a room filled with attendees who are ready to bid!

The Board will supply all food and beverage for the reception. In addition, the Board will provide Reception Sponsor signage throughout the Exhibit Hall.

**\$8,000.00**

**FIRST COME, FIRST SERVE – CAN CO-SPONSOR WITH ANOTHER COMPANY**

## **BENEFITS:**

- ❖ 6 complimentary registrations to conference
- ❖ Special announcement from the stage during this event
- ❖ Full page color ad placed in conference program
- ❖ Logo on cocktail and food napkins for the reception
- ❖ Sponsor name on table tents in exhibit hall
- ❖ Pre and Post-Conference attendee mailing list
- ❖ Sponsor sign posted in the Grand Hall during reception

**Deadline – Friday, May 19, 2023**

**Please call Hilary Williams to confirm availability before registering.**  
404-656-5656 / [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov)

# **EXCLUSIVE CONFERENCE BAG SPONSORSHIP**



**\$3,000.00**

## **(FIRST COME – FIRST SERVE – ONLY ONE AVAILABLE)**

As the exclusive bag sponsor, you will capture the attention of participants including attendees, speakers, sponsors and vendors, as the conference bag will have your company logo on it and will contain important information about the program. The bag can also include an insert. An insert can be a flyer, keychain or other item you would like the conference attendees to have. You will need to provide the Board with the bag and the insert to be placed in all bags. Attendees will carry the bag during the conference and throughout the year while advertising your company!

## **BENEFITS:**

- ❖ 2 complimentary registrations to conference
- ❖ Full page color ad placed in conference program
- ❖ Pre- and Post-Conference attendee mailing list
- ❖ Recognition during general session via PowerPoint presentation
- ❖ Company's PowerPoint slide included in sponsorship presentation
- ❖ Company is responsible for ordering and purchasing tote bags

**PowerPoint slides should be submitted by Friday, July 7, 2023**

**Please call Hilary Williams to confirm availability before submitting payment.**

404-656-5656 / [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov)

**Deadline – Friday, May 19, 2023**



# INDUSTRY SPONSOR



## BENEFITS:

- ❖ 1 Complimentary registration to conference
- ❖ 1 Complimentary ticket Chairman's & Exhibitors Reception
- ❖ Sponsorship badge and ribbon
- ❖ Pre- and Post-Conference attendee mailing list
- ❖ Company name included on sponsor sign in all breakout rooms
- ❖ Acknowledgement included in conference program
- ❖ Company's Power Point slide included in sponsorship presentation

**\$800.00**

**Deadline – Friday, May 19, 2023**

**PowerPoint slides should be submitted by Friday, July 7, 2023**

**Please call Hilary Williams to confirm availability before submitting payment.**  
404-656-5656 / [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov)

# DAILY BREAK SPONSORSHIP



Display your marketing items inside of the exhibit hall on a table near the food & beverage set-up (inside the exhibit hall).

## **BENEFITS:**

- ❖ Two (2) Complimentary conference registrations
- ❖ Full page color ad in the conference program
- ❖ Pre- & Post conference attendee list
- ❖ Acknowledgement on our conference mobile app
- ❖ Recognition via Power Point presentation

Monday, August 28, 2023 (Full Day – Two Companies) - \$3,000.00  
7:30 a.m. – 6:00 p.m.

Tuesday, August 29, 2023 (Full Day – Two Companies) - \$3,000.00  
7:30 a.m. – 6:00 p.m.

Wednesday, August 30, 2023 (Half Day – Two Companies) - \$1,500.00  
7:30 a.m. – 11:30 a.m.

**Deadline – Friday, May 19, 2023**

**Please call Hilary Williams to confirm availability before submitting payment.**  
404-656-5656 / williamsh@sbwc.ga.gov

# CHECK-IN WITH YOUR COMPANY LOGO! HOTEL ROOM KEY SPONSORSHIP



\$3,000.00

## BENEFITS:

- ❖ Designed with your company logo!
- ❖ Distributed to Hyatt sleeping guests
- ❖ A full-color company logo will be placed on the front side of the key
- ❖ Full page color ad in the conference program
- ❖ Two (2) Complimentary conference registrations

~ONLY ONE AVAILABLE~  
FIRST COME – FIRST SERVE!

**DEADLINE – FRIDAY, MAY 19, 2023**

Check should be written out to SBWC – Training Account  
270 Peachtree Street, NW, Atlanta, GA 30303-1299  
404-656-5656 / [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov)

**Please call Hilary Williams to confirm availability before submitting payment.**  
404-656-5656 / [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov)

\*\*\*The measurements of the design space are 2.125" x 3.375\*\*\*  
Logo to be submitted by Friday, May 26, 2023

# **PURCHASE A PROGRAM ADVERTISEMENT!**



## **Program Ad Sponsorship Fees:**

\$1,500.00 – Inside Front Cover of Program – Full Page–Full Color (1 available)

\$1,500.00 – Inside Back Cover of Program – Full Page – Full Color (1 available)

\$700.00 – Full Page inside Program –Color 8 ½ x 11 (+.125 bleed)

\$400.00 – Half Page inside Program – Color 7.5 x 5 (horizontal only)

## **Ad Specification Requirements:**

- (1)**Adobe Illustrator EPS** (embed all images/outline all fonts)
- (2)**Photoshop** (all layers flattened in grayscale), OR
- (3)**PDF** (vector based)

300 dpi resolution or higher Compress any file over 2 Megs using WinZip or Stuffit

**Deadline to Submit Ads – Friday, May 19, 2023**

**Please call Hilary Williams to confirm availability before submitting payment.**  
404-656-5656 / [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov)

# EXCLUSIVE LANYARD SPONSORSHIP



Sponsor the conference lanyards and allow the attendees to do the advertising for you! SBWC will produce lanyards with your company logo that attendees will use to hold their name badges. Full page color ad in the conference program.

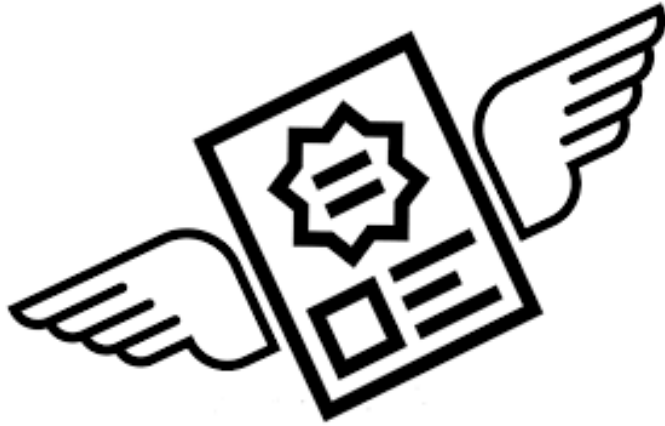
\$3,000.00

**Deadline – Friday, May 19, 2023**

**Please call Hilary Williams to confirm availability before submitting payment.**

404-656-5656 / [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov)

# FLYER DROP SPONSORS



Share information about your company during the Board's General Session on Monday, the registration area on Tuesday or the Wednesday Ethics/Keynote Session. You provide the flyer, and the Board staff will ensure that a flyer is placed at each seat of the Monday General Session or the Wednesday Ethics/Keynote Session.

**\$1,000.00**

Also Included:

- ❖ Sponsor sign with your company's full-color logo placed in the conference room during the general session / keynote session.
- ❖ Acknowledgement in the conference program.

**Deadline – Friday, May 19, 2023**

**Please call Hilary Williams to confirm availability before submitting payment.**

404-656-5656 / [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov)

# 30 SECOND VIDEO ADVERTISEMENT



Showcase your company with a 30-second video advertisement that will be "aired" during throughout the conference. Due to time - the advertisements must not exceed 30 seconds.

\$200.00

**Deadline – Friday, May 19, 2023**

**Please call Hilary Williams to confirm availability before submitting payment.**

404-656-5656 / [williamsh@sbwc.ga.gov](mailto:williamsh@sbwc.ga.gov)

# CHARGING STATION SPONSOR



(SIMILAR PRODUCT)

Keep the conference attendees "Charged Up" with the use of a charging station! The stations will be located near the registration area for attendees to charge their phones, tablets & laptops during the conference.

\$1500.00

Also Included:

- ❖ Two complimentary registrations to the conference
- ❖ Signage (company logo) at each station
- ❖ Full page color ad in the conference program.