

**GEORGIA  
STATE BOARD OF WORKERS'  
COMPENSATION**



**ANNUAL EDUCATIONAL CONFERENCE  
AUGUST 26-28, 2024**

**EXHIBIT BOOTH / SPONSORSHIP  
INFORMATION PACKET**

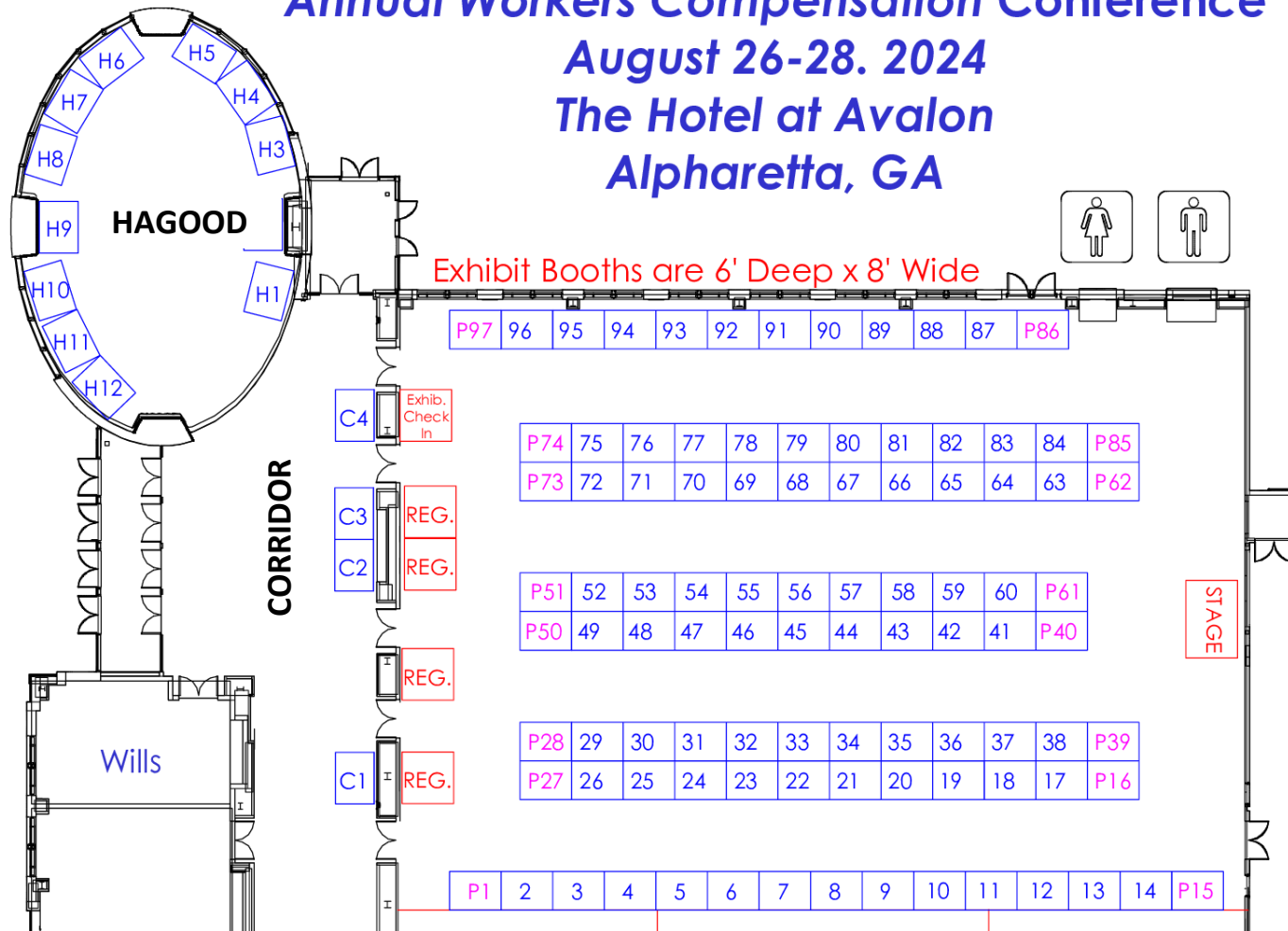
**THE HOTEL AT AVALON & ALPHARETTA CONFERENCE CENTER  
9000 AVALON BOULEVARD  
ALPHARETTA, GEORGIA 30009**

## EXHIBIT INFORMATION

- The location of the SBWC Annual Educational Conference is The Hotel at Avalon & Alpharetta Conference Center – 9000 Avalon Boulevard, Alpharetta, Georgia - 30009.
- For those who exhibited the prior year (2023) – 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 Avalon 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 "Georgia Workers' Compensation: Real Deal in Excellence!" (a Vegas theme!)
- Booth placement is based on a **first come – first serve basis**. During the registration process you will have the opportunity to list up to **ten** booth locations. If neither of the booths are available at the time your registration is processed – you will be assigned the next closest location.
- 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.

**(All exhibit/sponsorship registrations must be submitted on-line at [www.sbwc.georgia.gov](http://www.sbwc.georgia.gov))**

# Annual Workers Compensation Conference August 26-28, 2024 The Hotel at Avalon Alpharetta, GA



**\*\*\*ADDITIONAL INFORMATION – 2024\*\*\***

1. The registration counters will be inside the main exhibit hall.
2. Each row of booths is facing each other – for example – booth 3 is facing booth 26....P28 is facing P50...79 is facing 91.
3. All booths inside of the main exhibit hall are the same size... 6 feet deep (front to back) and 8 feet wide (left to right).
4. All booths numbered with "H" & "C" are the same size but do not have dividers between each booth (Corridor & Hagood)

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

# **ATTENTION EXHIBITORS**

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

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

<https://book.passkey.com/e/50571992>

**If you have any questions concerning your reservation or the hotel you can call 678-722-3600**

**Special Conference Rate - \$249.00/night + taxes  
Cut-off date for reserving rooms is Friday, August 2, 2024**

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

## **Exhibit Booth Locations and Costs**

### **◆ Skelton Hall (\$1,500.00 and \$1,700.00)**

- 97 exhibit spaces available (P1 – P97)
- Booths starting with the letter "P" are \$1,700.00. All other booths are \$1,500.00.

### **◆ Corridor (\$1,700.00) – SOLD!**

- 4 exhibit spaces available (C1, C2, C3, C4)
- Located in the main corridor of the hotel

### **◆ Hagood (\$1,700.00)**

- 12 exhibit spaces available (H1 – H12)
- Located in rotunda area of the hotel
- Will include coffee and break stations and a Vegas-themed selfie-station

Plans are to complete the sell and assignment of all exhibit booths & sponsorships by Friday, May 10, 2024.

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 space is assigned on a **first-come first serve** basis.

*This statewide annual event featuring exhibit areas in the Hotel at Avalon & Alpharetta Conference Center 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  
2024 SBWC ANNUAL EDUCATIONAL CONFERENCE**

**RULES AND REGULATIONS**

SCHEDULE – Installation of exhibits must begin on Sunday, August 25, 2024, at 1:00 p.m. (TENTATIVE) and must be completed by 6:00 p.m. on Sunday, August 25, 2024. Take down must be completed by 11:30 a.m. on Wednesday, August 28, 2024. **ALL EXHIBIT BOOTHS SHOULD REMAIN OPEN UNTIL 11:00 A.M. ON WEDNESDAY, AUGUST 28, 2024. PLEASE DO NOT PLAN TO BREAK DOWN BEFORE THIS TIME AS THERE IS A FINAL BREAK FOR THE ATTENDEES AT 10:30 A.M.**

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 for 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. The 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 always be staffed 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 15, 2024) before the first conference date (August 26, 2024) for a 50% refund of the exhibit fee. No refunds will be issued after July 15, 2024.

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 Hotel at Avalon and Conference Center 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 Hotel at Avalon and Conference Center 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 Hotel at Avalon and Conference Center at 678-722-3600 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 26, 2024 – 7:30 a.m. – 6:00 p.m. (5:00 p.m. – 6:00 p.m. – Meet the Exhibitors Reception)

Tuesday, August 27, 2024 – 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 28, 2024 – 7:30 a.m. – 11:00 a.m. (**please do not break down before this time**)

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 / (404) 463-0310 (f)

# CALLING ALL EXHIBITORS!



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

\$1,500.00 / \$1,700.00 Exhibit Registration Fee Includes:

### **INCLUDES:**

- ❖ Exhibit booth in Skelton, the main Corridor or Hagood
- ❖ One 6-foot table, 2 chairs, 1 wastebasket and a 7" x 44" identification sign
- ❖ One complimentary registration to the conference  
(Includes admission & one drink ticket to the Exhibitors & Chairman's receptions)
- ❖ Two complimentary booth attendant passes  
(Includes admission and one drink ticket/attendant to the Exhibitor's and Chairman's receptions.  
Additional reception tickets can be purchased separately).
- ❖ Pre and Post Conference Attendee List
- ❖ Priority Registration for 2025

\*\*\*This rate does not include an electrical outlet (power) or Wi-Fi. You must complete the form from the Hotel at Avalon to order these items. The form will be provided after your booth number is confirmed.

# CHAIRMAN'S RECEPTION SPONSORSHIP



As part of the 2024 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**

## **INCLUDES:**

- ❖ Six 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 exhibit hall during the reception

**Deadline – Friday, May 10, 2024**

**Please call Hilary Williams to confirm availability before registering.**

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

# EXCLUSIVE CONFERENCE TOTE BAG SPONSORSHIP



**\$3,000.00 – SOLD!**

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

As the exclusive Tote Bag sponsor, you will capture the attention of participants including attendees, speakers, sponsors, and vendors, by having your company logo on the bags. The bag can also include an insert such as a flyer or marketing item. You will need to provide the Board with the bags and the inserts. Attendees will carry the bag during the conference and throughout the year while advertising your company!

**\*\*\* The sponsor is responsible for ordering and purchasing the tote bags. \*\*\***

## **INCLUDES:**

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

**PowerPoint slides should be submitted by Friday, July 5, 2024**

**Deadline – Friday, May 10, 2024**

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

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



# INDUSTRY SPONSOR



## **INCLUDES:**

- ❖ One complimentary conference registration
- ❖ One 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 10, 2024**

**PowerPoint slides should be submitted by Friday, July 5, 2024**

**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).

## **INCLUDES:**

- ❖ Two complimentary conference registrations
- ❖ Full page color ad in the conference program
- ❖ Pre- & Post conference attendee list
- ❖ Recognition via Power Point presentation

Monday, August 26, 2024 (Full Day – Two Slots Available) - \$3,000.00  
7:30 a.m. – 6:00 p.m.

Tuesday, August 27, 2024 (Full Day – Two Slots Available) - \$3,000.00  
7:30 a.m. – 6:00 p.m.

Wednesday, August 28, 2024 (Half Day – Two Slots Available) - \$1,500.00  
7:30 a.m. – 11:30 a.m.

**Deadline – Friday, May 10, 2024**

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

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



\*\*\*The measurements of the design space are 2.125" x 3.375\*\*\*  
Logo to be submitted by Friday, May 24, 2024

**\$3,500.00**

## **INCLUDES:**

- ❖ Designed with your company logo!
- ❖ Distributed to The Hotel at Avalon 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 complimentary conference registrations

~ONLY ONE AVAILABLE~  
FIRST COME – FIRST SERVE!

**DEADLINE – FRIDAY, MAY 10, 2024**

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)

# PURCHASE A CONFERENCE PROGRAM ADVERTISEMENT!



## **Program Ad Sponsorship Fees:**

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

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

\$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 10, 2024**

**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! You will provide the lanyards to be distributed by our staff during registration.

**\*\*\*The sponsor is responsible for ordering and purchasing the lanyards.\*\*\***

**\$3,000.00 – SOLD!**

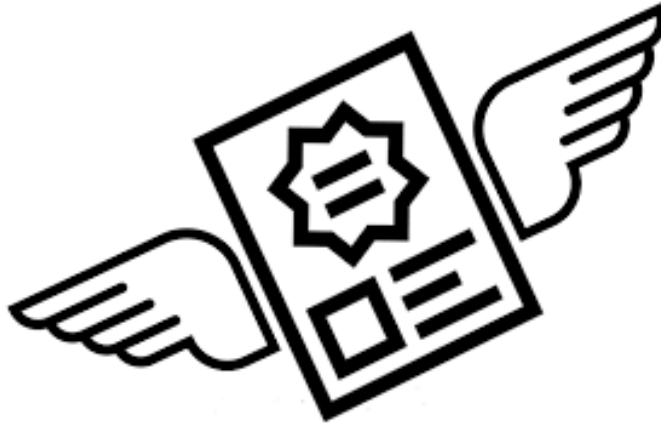
## **INCLUDES:**

- \*Full page color ad in the conference program
- \*2 complimentary conference registrations
- \*Pre & post conference attendee list
- \*Recognition via PowerPoint presentation

**Deadline – Friday, May 10, 2024**

**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 via a flyer to be distributed at one of the following days:

**Monday, August 26, 2024** – Your company flyer will be handed out during registration **or** placed at each seat of the General Session. – **SOLD!**

**Tuesday, August 27, 2024** – Your company flyer will be handed out at the registration counter **or** placed in each seat at a session of your choice. – **SOLD!**

**Wednesday, August 28, August 27** – Your company flyer will be placed at each seat of the Ethics/Keynote session.

**\*\*\*Sponsors are to provide the flyers for distribution by Board staff\*\*\***

**\$1,000.00**

## **ALSO INCLUDES:**

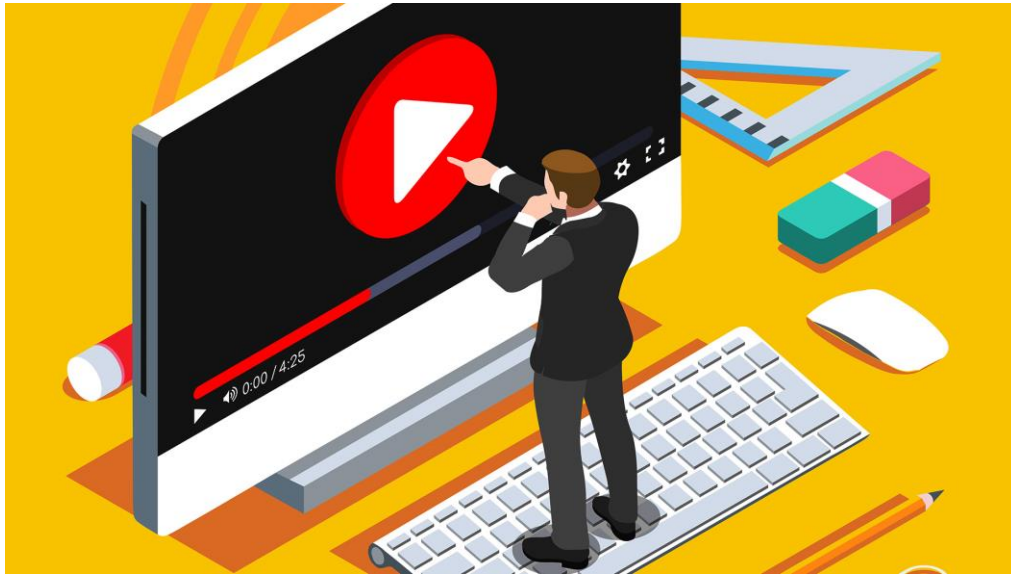
- ❖ Sponsor sign with your company's full-color logo placed in the conference room during the general session / keynote session or near the registration area.
- ❖ Acknowledgement in the conference program.

**Deadline – Friday, May 10, 2024**

**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" throughout the conference. Due to time - the advertisements must not exceed 30 seconds.

\$200.00/video

**Deadline – Friday, May 10, 2024**

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

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