

# san diego's elevate

real estate conference & expo • 2019



May 10, 2019

San Diego Convention Center

111 W Harbor Dr. San Diego, CA 92101

2019 SDAR  
EXPO

- Learn with Hands-On Labs Led by Technology Experts
- Attend Breakout Sessions on Cutting-Edge Topics
- Gain Insight on Emerging Trends and Tech from the General Session
- Network with 2,000+ Local REALTORS® and 200+ Vendors
- Find Inspiration to Build & Market Your Business

# SPONSORSHIP PACKAGES

## Title Sponsor \$11,995

*Exclusive opportunity; \$18,000 value*

- 10' x 20' Premium Corner Booth
- 10 sponsor badges
- 10 tickets for the General Session
- 10 minute presentation on main stage in General Session
- Logo recognition on all registration booths
- Logo recognition on all attendee badges
- Logo recognition on General Session signage
- Promotional item in attendee tote bags
- Logo in PowerPoint display at SDAR booth
- Logo recognition in registration PowerPoint
- Recognition in the mobile program, on event signage, and on the event website
- Customized strategy to stay in front of REALTORS® post event with your SDAR Sales Executive and VP of Sales

## Titanium Sponsor \$10,995

*Exclusive opportunity; \$17,000 value*

- 20' x 20' Premium Booth
- 10 sponsor badges
- 10 tickets for the General Session
- Host your own presentations at the front entrance of the exhibitor floor throughout the day
- Logo recognition on all registration booths
- Logo recognition on all attendee badges
- Logo recognition on General Session signage
- Promotional item in attendee tote bags
- Logo in PowerPoint display at SDAR booth
- Logo recognition in registration PowerPoint
- Recognition in the mobile program, on event signage, and on the event website
- Customized strategy to stay in front of REALTORS® post event with your SDAR Sales Executive and VP of Sales

## Attendee Bag Sponsor \$9,995

*Exclusive opportunity; \$11,000 value*

- Branded attendee tote bag (provided by SDAR)
- 10' x 10' Booth - TIER I
- 4 sponsor badges
- 4 tickets for the General Session
- Recognition in the mobile program, on event signage, and on the event website

## Lanyard Sponsor \$6,995

*Exclusive opportunity; \$9,000 value*

- Branded attendee lanyard (provided by SDAR)

- 10' x 10' Booth - TIER I
- 4 sponsor badges
- 4 tickets for the General Session
- Promotional item in attendee tote bags
- Recognition in the mobile program, on event signage, and on the event website

## Networking Reception Sponsor \$3,995

*5 opportunities; \$8,000 value*

- 10' x 10' Booth - TIER I
- Opportunity to display signage at the reception
- 4 sponsor badges
- 4 tickets for the General Session
- Promotional item in attendee tote bags
- Recognition at the Networking Reception
- Logo in PowerPoint display at SDAR booth
- Logo recognition in registration PowerPoint
- Recognition in the mobile program, on event signage, and on the event website

## General Session Sponsor \$3,495

*3 opportunities; \$7,000 value each*

- 10' x 10' Booth - TIER I
- 4 sponsor badges
- 4 tickets for the General Session
- Promotional item in attendee tote bags
- Logo Recognition during General Session on table tents and signage
- Logo in PowerPoint display at SDAR booth
- Logo recognition in registration PowerPoint
- Recognition in the mobile program, on event signage, and on the event website

## Speaking Opportunity Sponsor \$2,995

*3 opportunities; \$6,000 value*

- 15 minute speaking opportunity at the SDAR Booth
- Microphone, stage, Powerpoint, and Audience!
- Mobile Blast 15 minutes before session
- Logo in PowerPoint display at SDAR booth
- Logo recognition in registration Powerpoint
- Recognition in the mobile program, on event signage, and on the event website

## Shoe Shine Sponsor \$2,695

*3 opportunities; \$5,000 value each*

- 10' x 10' Booth - TIER I
- 4 sponsor badges
- 4 tickets for the General Session

# SPONSORSHIP PACKAGES

- Promotional item in attendee tote bags
- Recognition at Continental Breakfast
- Logo in PowerPoint display at SDAR booth
- Logo recognition in registration PowerPoint
- Recognition in the mobile program, on event signage, and on the event website
- Webtile on sdar.com website for one month

## Breakout Session Sponsor \$1,895 6 opportunities; \$4,000 value

- 10' x 10' Booth - TIER I
- 2 sponsor badges
- Discounted seating at the General Session
- Promotional item in attendee tote bags
- Recognition at Breakout Sessions
- Recognition in the mobile program, on event signage, and on the event website

- Webtile on sdar.com website for one month

## Hydration Station Sponsor \$1,895 4 opportunities; \$4,000 value each

- 10' x 10' Booth - TIER I
- 2 sponsor badges
- Logo recognition at Hydration Stations
- Discounted seating at the General Session
- Promotional item in attendee tote bags
- Recognition in the mobile program, on event signage, and on the event website
- Webtile on sdar.com website for one month

# EXHIBITOR BOOTHS

## 10' x 20' Premium Booth

Corner or preferred location

Two 6' table, four chairs,  
wastebasket, pipe, and drape

## 10' x 20' Booth

Two 6' table, four chairs,  
wastebasket, pipe, and drape

## 10' x 10' Booth

One 6' table, two chairs,  
wastebasket, pipe, and drape

### Optional:

Wireless internet, electricity, carpet, or furniture.

### Booth Add-ons

- **Lead Retrieval System** \$395  
Lead generation; includes a tablet or smartphone app and 3 complimentary access codes for gathering attendee leads
- **Game Card** \$395  
Generate traffic to your booth by participating in our booth stamping game card.
- **Drink / Appetizer Sponsorships** \$500-\$2,000  
Provide drink tickets and/or appetizers to draw booth traffic.

### Exhibitor Booth Pricing

	Effective Date	10' x 20' Booth		10' x 10' Booths		
		Premium	Standard	Tier I	Tier II	Tier III
SDAR Member	May 1, 2018	\$1,595	\$1,495	\$1,050	\$750	\$600
	June 12, 2018	\$1,695	\$1,595	\$1,150	\$850	\$650
	Dec. 1, 2018	\$1,795	\$1,695	\$1,200	\$900	\$700
Non Member	May. 1, 2018	\$2,095	\$1,995	\$1,450	\$1,100	\$850
	June 12, 2018	\$2,195	\$2,095	\$1,550	\$1,200	\$950
	Dec. 1, 2018	\$2,295	\$2,195	\$1,650	\$1,300	\$1,000

# TIPS FOR EXHIBITOR SUCCESS

Important guidelines  
to help ensure  
exhibitor success.

## Exhibitor Name Badges

Upon receipt of your application and payment, you will receive a confirmation email with link to register your attendees. You may purchase additional badges for \$10.00 each. If you have any questions, please email [sales@sdar.com](mailto:sales@sdar.com).

### Deadline to Submit Exhibitor Attendee Names: May 8, 5:00 p.m.

Badges printed the day of the event, or after the deadline shown above will incur a \$20 late fee. No exceptions.

## Exhibitor Schedule

**Booth Installation: Thursday, May 9, 12:00 p.m. - 4:30 p.m.**

**Booth Breakdown: Friday, May 10, 5:00 p.m. - 6:30 p.m.**

**PLEASE NOTE** All exhibitor booth displays must be complete by 4:30 p.m. on Thursday, May 9 and must remain intact and attended between 9:00 a.m. and 5:00 p.m. on Friday, May 10. Exhibitors who fail to follow this schedule will be fined one half of their booth rental fee and jeopardize their eligibility for future shows. No exceptions!

Exhibitors must use *GES Services for loading/unloading of exhibit booth materials* with the exception of: an exhibitor may individually move in materials that can be carried by hand, by one person and in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

## Booth Accommodations

10' x 10' Booths - Include: one 6' skirted table, two chairs, pipe and drape, and one wastebasket

10' x 20' Booths - Include: two 6' tables, four chairs, wastebasket, pipe, and drape

## Additional Booth Services & Rentals

Exhibitors must arrange in advance for additional services and rentals through the Convention Center's approved vendors.

Additional furniture, carpet, draping, accessories, signs, electrical outlets, wireless internet, etc. are the responsibility of exhibitors and should be ordered in advance from GES Services. Order forms are available in your Expo Exhibitor Kit and online at [SDARExpo.com](http://SDARExpo.com).

## Booth Guidelines

### Display Guidelines

1. No helium balloons are permitted in the trade show.
2. Displays may not exceed a height of 8' along the backwall and 3' along the sidewalls.
3. Bright lights or other distracting visual displays are not permitted.
4. Decorative candles are not permitted.
5. Exhibitors may not use loud sound devices or music that goes beyond the space of their booth.

### Promotional Guidelines

1. Booths must be staffed at all times.
2. Exhibitors must wear exhibitor name badges at all times.
3. All products, services, and exhibitor behavior must be deemed as decent and in good taste.
4. Exhibitors are not permitted to solicit or distribute any products or services outside the confines of their booth space.
5. Exhibitors are not permitted to distribute any promotional materials for other companies or parties.
6. No one is permitted to photograph, record or reproduce exhibit displays, meetings, seminars or other events without the prior written consent of SDAR.
7. No outside food or drinks are allowed to be distributed. All food and drinks provided by exhibitors must be catered by the Catering Department of the San Diego Convention Center.
8. Exhibitors may sample foods under the guidelines of the San Diego Convention Center, this may include additional fees.



# EXHIBITOR RULES & REGULATIONS

**1. SHOW MANAGEMENT:** The letters "SDAR" designated herein shall refer to the Greater San Diego Association of REALTORS®, its officers, employees, and agents acting on behalf of SDAR in the management of the Trade Show.

**2. ELIGIBILITY:** SDAR reserves the right to determine the eligibility of any Exhibitor product or service for inclusion in the Trade Show. (a) To be eligible, the exhibiting company and their products and services must have an affiliation to the real estate or housing industry. (b) In order to be processed, applications must be accompanied by payment in full. (c) Exhibitors with outstanding financial obligations to SDAR, over 30 days past due, are not eligible to exhibit. SDAR reserves the right to assign, reassign or relocate exhibit booths at any time for the overall benefit of the Trade Show.

**3. INSTALLING AND DISMANTLING OF EXHIBITS:**

**PARTICIPANTS:** (a) Set-up of displays is ONLY from 12:00 p.m. - 4:30 p.m. on Thursday, May 9, 2019. Displays must be in readiness by 9:00 a.m. Friday, May 10, 2019 and must remain intact and attended until the closing hour of 5:00 p.m., Friday, May 10, 2019 (b) Exhibitors are not permitted to dismantle or begin packing of displays before 5:01 p.m., Friday, May 10, 2019. (c) All exhibit displays and materials must be removed no later than 6:30 p.m. on Friday, May 10, 2019. (d) Exhibitors who are not show-ready by 9:00 a.m. or who begin dismantling prior to 5:00 p.m. will be fined one half of their booth rental fee and jeopardize their eligibility for future shows. NO EXCEPTIONS!

**4. EXHIBITOR RESPONSIBILITIES:** (a) Exhibitors must designate one person as a point-of-contact for SDAR during set-up, show hours, and tear-down. (b) Exhibit booths must be staffed at all times by qualified employees of the Exhibitor (or an authorized representative) who must demonstrate and explain the products displayed. (c) During the course of the show, Exhibitors assume the responsibility of keeping their booths clean and in good order. (d) All products and services, as well as behavior of employees and representatives of Exhibitor must fall within the parameters of what would normally be deemed as decent and in good taste. (e) Exhibitors are not permitted to solicit or distribute any products or services outside the confines of contracted display space, e.g. registration areas, lounges, meeting rooms, program areas or other facilities of the convention center. (f) Exhibitors are not permitted to distribute any materials or offer for sale any products or services from another company or party not directly affiliated to their company or who has not purchased display space. (g) Exhibitors are wholly responsible for safeguarding of their display and its contents within.

**5. SUB-LEASING OF SPACE:** Exhibitors are not permitted to assign, sublet or apportion the whole or any part of contracted display space to another company or party not directly affiliated to their company.

**6. NON-COMPLIANCE:** (a) Exhibitor understands and acknowledges permission to exhibit and remain on display has been granted and remains in effect based on strict compliance with the rules herein formulated. (b) If an Exhibitor is ejected for violation of any of these rules, or for any other reason, no return of rental fees shall be made.

**7. CANCELLATION POLICY:** All cancellations must be submitted in writing to SDAR. Cancellations received on or before January 15, 2019 will be issued a full refund less \$100 administration fee. No refunds will be issued if cancellation is received after January 15, 2019.

**8. EXHIBITOR SOLICITATIONS:** (a) Exhibitor must limit their activities within the confines of their contractual space. Exhibitor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other Exhibitors. (b) The distribution of Exhibitor's products, catalogues, pamphlets, printed materials, souvenirs, etc. must be conducted entirely within the Exhibitors' booth space. (c) Exhibitors may not make political solicitations without prior approval of SDAR.

Brokers are exhibiting for the purpose of advertising their brokerage and brand, and to display current inventory, but the Greater San Diego Association of REALTORS® Real Estate Conference and Expo is not the appropriate venue to seek and recruit among Expo participants, who are there to broaden their professional knowledge. Broker exhibitors are prohibited from soliciting in any manner whatsoever any Expo participant to change their license placement or move brokerages.

**9. LIMITS OF LIABILITY:** (a) SDAR shall not be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitors' property, employees, or any other designee for any cause whatsoever prior, during, or subsequent to the period covered by the exhibit contract. Nor shall SDAR be held liable for any act of God which makes the facilities unusable during the contractual period. (b) Furthermore, upon signing this contract, Exhibitor's release SDAR from and agrees to indemnify and save harmless SDAR against any and all claims for loss damage or injury to Exhibitor or Exhibitor personnel for the duration of the show. (c) Exhibitors are liable for any damage caused by affixing displays to building floors, walls, to standard booth equipment and for damages caused by Exhibitor in any other manner. This liability also extends to helium balloons, confetti, as well as paint, adhesive, lacquer, or any other coating applied to building walls or floors or standard booth equipment. (d) SDAR will not be responsible for delay, damage, loss, increased cost or any other unfavorable conditions caused by circumstances beyond its control.

**10. FAILURE TO OCCUPY SPACE:** Space not occupied by 7:00 a.m. on Thursday, May 9, 2019, will be forfeited by Exhibitor and may be resold and/or reassigned without refund unless prior arrangements for delayed occupancy have been approved, in writing, by SDAR. In no event will Exhibitors receive any refund of booth rental.

**11. NOISE:** Public address announcements and/or the use of loud devices for the mechanical reproduction of sound beyond the individual Exhibitor's booth, or excessive operating noise which distracts neighboring Exhibitors from authorized performance, is prohibited.

In addition, music may not be played in any form without proper licensing of copyrighted music.

**12. INSURANCE:** Fire, theft, and liability insurance protecting the Exhibitor must be arranged for by individual Exhibitors at their expense. All Exhibitors and their authorized decorators must carry proof of full insurance for the duration of the show, including move-in and move-out. SDAR does not carry insurance to cover individual exhibits.

**13. FIRE LAWS:** (a) Federal, state and city fire laws must be strictly observed. Cloth and non-fire retardant materials must be flame-proofed. Electrical wiring must comply with Fire Department and Underwriter's rules. (Exhibitors should contact the convention services contractor for additional information.) (b) All inflammable materials (excelsior, wrapping paper, etc.) must be removed from the exhibit area prior to the opening of the exhibit hall. (c) Aisles and fire exits cannot be blocked by Exhibitor displays and all Exhibitor equipment, including boxes, display cases, tools, etc. must be placed within the confines of booth or stored with the convention services contractor until the close of the show. (d) No combustibles of any nature may be brought into the trade show facility without prior approval from SDAR, the San Diego Convention Center, and Fire Marshall.

**14. BOOTH SPACE, EQUIPMENT, AND ACCEPTABLE DISPLAYS:** (a) Booths are defined as a 10' x 10' space per unit price. (b) For each booth purchased, SDAR will supply one (1) 6' skirted table, two (2) plastic contour chairs, pipe and drape, one (1) wastebasket, and one (1) single line ID sign (7"x44") identifying the firm name (based on registration date), (c) Self-contained exhibit displays may not exceed a height of 8' and must be confined to the rear one-third of the booth. Sidewalls must be visually acceptable to adjoining exhibit displays and SDAR. In all other portions of the booth, no display materials shall be placed to exceed a height of 4' from the floor. (d) Bright lights or other distracting visual displays are not permitted. Any exceptions must be approved in writing by SDAR. (e) Decorative candles are NOT permitted.

**15. CONVENTION SERVICES CONTRACTOR:** The official Trade Show Contractor will communicate with each Exhibitor to help meet booth requirements and furnishing needs. Additional furniture, carpet, draping, accessories, signs, electrical outlets, etc. are the responsibility of Exhibitors and should be ordered in advance on forms that will be provided in your Exhibitor Kit.

**16. ATTENDANCE:** SDAR shall have sole control over attendance/admittance policies at all times. Exhibitors and attendees must wear name badges at all times. In addition, badges are the property of SDAR and are not transferable. Exhibitors will be supplied two (2) badges per 10x10 booth.

**17. SDAR CONSENT REQUIRED:** No one is permitted to photograph, record or reproduce exhibit displays, meetings, seminars or other events either on video, audio, or other means without the prior written consent of SDAR.

**18. AMENDMENT TO RULES:** Any and all matters or questions not specifically covered by the preceding Rules & Regulations for Exhibiting shall be subject solely to the decision of SDAR. These rules may be amended at any time by SDAR. All amendments so made shall be binding on the Exhibitors equally with the foregoing Rules & Regulations for Exhibiting.

**19. SPACE:** No construction is allowed on the sides of any booth that would obstruct the line-of-sight of adjacent booths. In addition, no Exhibitor may display any signs, partitions, apparatus, shelving or other construction that extends more than 8' above the floor on the back wall or 4' on sidewalls, without prior written permission from SDAR.

**20. FOOD AND/OR BEVERAGE SAMPLING/DISTRIBUTION POLICY:** (a) The Catering Department of the San Diego Convention Center reserves the right to provide all cash and contracted service designated for on-site food and beverage consumption. (b) The San Diego Convention Center Catering Department retains the exclusive right for booth catering. (c) Combination and/or preparation of companies/sponsors' products designed for the purpose of nourishment or entertainment is deemed catering. (d) California State Law prohibits the sampling of alcoholic beverage products by any person or business other than the licensee of the building. (e) Exhibitors at public conventions may sample foods under the following guidelines: (1) A maximum number of sampling booths may exhibit at the discretion of San Diego Convention Center, (2) San Diego Convention Center maintains the exclusive rights to all food and beverage sampled within the building and will determine the types of food and the number of booths available for sampling within space held at the San Diego Convention Center, (3) A sampling charge may be imposed to offset lost food and beverage sales.

By my signature below, I confirm I have read and agree to abide by the above Exhibit Rules and Regulations for Exhibiting at San Diego's Elevate Real Estate Conference 2019.

Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_

**A SIGNED COPY MUST ACCOMPANY BOOTH RESERVATION APPLICATION**

RETURN TO SDAR, ATTN: SALES

Mail: 4845 Ronson Court, San Diego, CA 92111

Fax: (858) 715-8088

E-mail: sales@sdar.com

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## Exhibitor Prospectus



**elevate** Real Estate Conference & Expo is the premier tradeshow for Southern California's real estate industry featuring education, networking, and professional development opportunities for 2,000+ REALTORS®. Brokers, owners, top producers, sales associates, assistants, members of the media, and other real estate leaders are also in attendance.

**elevate** attendees are industry opinion leaders and purchasing decision-makers; they buy for themselves as well as for their office and staff. They make key management decisions for running a business, shaping marketing strategies, controlling costs and determining policies for their offices.

[sdarexpo.com](http://sdarexpo.com)

**SDAR**  
GREATER SAN DIEGO ASSOCIATION OF REALTORS®  
The Trusted Voice of San Diego Real Estate