

IT'S A BIRD! IT'S A PLANE! IT'S A PARALEGAL!



Paralegal Association of Florida, Inc.

2017 Fall Seminar

Hosted by the Pinellas Chapter

September 15-16, 2017

Sheraton Sand Key Resort, Clearwater Beach, FL



Inspiring Professional Growth ... One Paralegal at a Time ®

Dear Exhibitor:

We invite you to participate in the Paralegal Association of Florida, Inc. (PAF) 2017 Fall Seminar. This Seminar is another opportunity for your company to target paralegals in the State of Florida and gain a competitive edge in the legal industry. Your company will be introduced to paralegal professionals from across the state in the exhibit hall and throughout the Seminar.

This Exhibitor/Sponsor Prospectus provides details on registering your company as an exhibitor or sponsor. The various opportunities present valuable exposure and incentives to extend your reach to our professional paralegals.

Thank you for your support of PAF. We look forward to seeing you in Clearwater Beach this September.

Sincerely,

Jennifer Wallace, CP, FRP, FCP
PAF First Vice President

Kaila Glaros, ACP, FRP
PAF Pinellas Chapter (Host)
Seminar Committee Chair

IMPORTANT DEADLINES

August 11, 2017	Hotel cut-off date for room reservations
August 18, 2017	Deadline for advertisement artwork, company description for final program, and submission of exhibit and sponsorship application
September 1, 2017	Deadline for exhibit/sponsorship application cancellations and refunds

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EXHIBITOR/SPONSOR OPPORTUNITIES	DIAMOND \$1,000 (MAX. 3)	PLATINUM \$750	EXHIBITOR \$350	GOLD \$300	SILVER \$200	BRONZE \$100
SIGNAGE AT SPONSORED MEAL EVENT (CHOICE OF MEET/GREET RECEPTION, BREAKFAST, OR LUNCH)	✓					
OPTION TO ADDRESS ATTENDEES (AT RECEPTION, BREAKFAST, OR LUNCH - MAXIMUM THREE MINUTES)	✓					
FULL-PAGE BLACK/WHITE AD IN SEMINAR PROGRAM GUIDE	✓	✓				
COMPANY LOGO WITH LISTING IN SEMINAR PROGRAM GUIDE	✓	✓				
ONE 6' x 30" DRAPED TABLE DISPLAY	✓	✓	✓			
OPTION TO ADDRESS ATTENDEES DURING PRIZE DRAWINGS (MAXIMUM 1 MINUTE)	✓	✓	✓			
CONTINENTAL BREAKFAST	✓	✓	✓			
OPTION TO PARTICIPATE IN "EXHIBITOR CHALLENGE"	✓	✓	✓			
TICKET TO ATTEND SEMINAR LUNCHEON (SATURDAY)	2	2	1	1		
RECEIPT OF ELECTRONIC CONTACT LIST SEMINAR ATTENDEES (EMAILS FOR THOSE WHO OPT-IN)	✓	✓	✓	✓		
COMPANY LOGO AND LINK ON PAF WEBSITE (AFTER SEMINAR FOR 120 DAYS)	✓	✓	✓	✓	✓	
OPTION TO INCLUDE ONE ITEM IN ATTENDEE BAGS	✓	✓	✓	✓	✓	
COMPANY NAME ON SIGNAGE AT SEMINAR	✓	✓	✓	✓	✓	✓
COMPANY NAME, ADDRESS, PHONE, EMAIL AND WEBSITE LISTING IN SEMINAR PROGRAM GUIDE	✓	✓	✓	✓	✓	✓
RECOGNITION AT SEMINAR LUNCHEON	✓	✓	✓	✓	✓	✓

We are interested in providing an in-kind donation. (Please contact Headquarters)

Contact: Briana Melnick, Meeting Planner | bmelnick@kmgnet.com | (407) 774-7880 – Phone | (407) 774-6440 – Fax
PAF Headquarters | 222 S Westmonte Drive, Suite 100, Altamonte Springs, FL 32714

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Exhibitor Information

Exhibiting or being a sponsor at the Seminar is an outstanding opportunity to market your products and services, and network with PAF members in Florida!

Do not miss out – sign up today!

Schedule*

Friday, September 15

6:00 pm – 8:00 pm Meet and Greet Reception

Saturday, September 16

6:00 am – 7:00 am Exhibitor Move-in

7:00 am – 3:30 pm Exhibitor Hall Open

7:00 am – 8:00 am Continental Breakfast with Exhibitors

9:30 am – 9:45 am Refreshment/Networking Break with Exhibitors

10:45 am – 11:00 am Refreshment/Networking Break with Exhibitors

12:00 pm – 2:00 pm Luncheon and General Session

2:00 pm – 2:15 pm Refreshment/Networking Break with Exhibitors

3:15 pm – 3:30 pm Refreshment/Networking Break with Exhibitors

3:30 pm Exhibitor Move-Out

**Tentative schedule, subject to change*

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Fees

The exhibit hall will be a tabletop format. The fee paid for one 6' table space includes two exhibit hall only registrations, access to all refreshment breaks, the continental breakfast, and the meet and greet reception. Exhibitors may purchase additional passes for \$75 per person. In addition to lunch tickets provided under subscribed level, exhibitors may purchase extra lunch tickets for \$50 per person.

Hotel

The Seminar will be held at the Sheraton Sand Key Resort, 1160 Gulf Boulevard, Clearwater Beach, FL 33767. Guest rooms are available at the PAF discounted rate of \$134.00 (single / double occupancy). Contact the hotel directly by calling (727) 595-1611. The hotel must receive your reservation prior to August 11, 2017, to guarantee the accommodations of your choice. Reservations made after this date will be confirmed on a space available basis only. When calling the hotel, please be sure to mention the PAF Fall Seminar room block to receive the reduced rate.

Cancellation Policy

A refund less a \$75.00 processing fee will be available for exhibit space cancellations if received at PAF Headquarters by September 1, 2017. No refunds will be available for exhibit space cancellations received after September 1, 2017.

CAN-SPAM Privacy Laws

In compliance with CAN-SPAM privacy laws set forth by the Federal Trade Commission, PAF is required to give attendees the option to opt-out of the attendee list during the registration process. Those individuals who choose to opt-out are not included in any meeting attendee listings.

Contact Information

Briana Melnick, Meeting Planner, PAF Headquarters, 222 S. Westmonte Drive, Suite 101, Altamonte Springs, FL 32714; telephone 407-774-7880, fax 407-774-6440, email: bmelnick@kmgnet.com; www.pafinc.org

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1. Contract: The following rules and regulations become binding upon acceptance of this contract between the applicant (Exhibitor) and his/her employees and the Paralegal Association of Florida, Inc., the seminar sponsor.

2. Exhibit Space Description: Packages include one 6' table, two chairs, an ID sign, and two representative name badges. Up to two additional Exhibitor representatives may register at \$75 per person to attend. No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle" or with other exhibits. If your pre-contained Exhibit Unit will not fit in the reserved space, you will be required to purchase a second booth or forego use of the oversized Exhibit Unit.

As per PAF rules, all additional charges incurred, including but not limited to electrical or internet services, shipping, and security fees, are at the Exhibiting Company's expense.

3. Space Assignment: Booth locations will be assigned at the sole discretion of seminar management. Placement will be made based on receipt of payment in full, extent of sponsorship, order in which contracts were received, electrical needs and, if possible, separation of direct competitors. Management reserves the right to arrange the floor plan as necessary to facilitate a successful traffic flow.

4. Adherence to Schedule: Exhibitor understands that no move-ins or move-outs will be permitted other than in accordance with the schedule set forth in the schedule of events. In the event that PAF incurs additional expenses as a result of Exhibitor's failure to adhere to the move-in/move-out schedule, Exhibitor agrees to reimburse PAF for any such additional expenses. It is imperative that booths be properly manned during the posted hours. Booths are subject to modification prior to the Seminar to adapt to necessary changes in Seminar session times; however, all Exhibitors will receive adequate notice should this be necessary.

5. Exhibit Hours and Disclaimer: Exhibit space must be occupied during all exhibit hours of the Seminar as posted. This agreement is for the rental of the exhibit space only. PAF has not made and does not make any warranty of representation whatsoever, either expressed or implied, including but not limited to (1) the level of attendance at the Seminar, (2) the number of meeting attendees who will visit any of the exhibits, or (3) whether any exhibit will be seen by persons having the authority to procure or commit to procure products or services being exhibited.

6. Unoccupied Space: PAF reserves the right, should any rented booths remain unoccupied after the first hour of the show's opening, to rent or occupy said space. Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and PAF shall have the right to dispose of such space in such a manner as it may consider to its interest without liability on the part of PAF.

7. Payments and Refunds: The total amount for exhibit space is due upon reserving of space and signing of the contract. In the event an Exhibitor cancels a contract, PAF must be notified in writing for refunds to be made. There will be a \$75.00 administration fee assessed for all cancellations received by September 1, 2017. No refunds will be issued for cancellations after September 1, 2017.

8. Food Service: PAF exhibit package includes tickets for two representatives at all social events held during the Seminar.

9. Noisy and Obnoxious Equipment: The operation of whistles or any objectionable device will not be allowed. After the Seminar begins, noisy and unsightly displays will not be permitted. PAF reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of PAF is detrimental to or distracts from the general order of the exhibits.

10. Fire and Safety Regulations: To comply with local fire ordinance requirements, all decorative material must be flame resistant. No volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth. All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. Vendor agrees to comply with all Americans With Disabilities Act regulations in the design and set up of the exhibit.

11. Indemnification and Limitation of Liability: Exhibitor shall assume responsibility for damage to the Site and shall indemnify and hold harmless PAF, its employees, agents, officers, and directors and the Site for all liability ensuing from any cause whatsoever, including accidents or injuries to Exhibitor, its agents or employees. Exhibitor assumes full responsibility for any accident, injury or property damage to any person viewing its exhibit where such accident, injury or property damage is caused by negligence of exhibitor, agents or employees. All exhibit materials, equipment, and property of any kind that may be on licensed premises of the Site shall be the SOLE risk of the Exhibitor. In the event any Exhibitor's property is stolen, lost, destroyed or damaged, no part of such loss or damage is to be charged or borne by PAF or the Site. In addition, Exhibitor acknowledges that PAF and the Site do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damages insurance covering such losses by Exhibitor. Proof of insurance must be submitted with space agreement. Reasonable care should be exercised to protect all exhibits.

12. Damage to Property: Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment, or to other Exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive, tape, Velcro, or any other coating to building, columns, floors, or to standard booth equipment.

13. Public Policy: Exhibitors are charged with the knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs, and public safety while participating in this show. Compliance with such laws is mandatory for Exhibitors and the responsibility of the Exhibitor.

14. Use of Exhibit Space: Exhibitors shall reflect their company's highest standards of professionalism while maintaining their exhibit space during show hours. No Exhibitor shall assign, sublet, or share exhibit space without the written permission of the PAF.

15. Prizes: We request each Exhibitor donate a gift or gift card to be used as a door prize valued at \$50.00 or more (i.e., gift baskets, books, etc.). Door prize drawings will be held at various times during the Seminar. Your company will be acknowledged as the provider of the door prize.

16. Force Majeure: In the event of fire, strikes, or other uncontrollable circumstances, PAF shall determine the amount of exhibit fees to be refunded.

17. Music Licensing: If Exhibitor wishes to have music at his/her space, the Exhibitor must obtain a music license to do so.

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Select from the following opportunities:

- Diamond (\$1,000 – Select One): Meet and Greet Reception Luncheon Continental Breakfast
- Platinum (\$750) Gold (\$300) Silver (\$200) Bronze (\$100)
- Exhibit Only (\$350)
- Full Page Black/White Ad in Onsite Program (\$750) Extra Luncheon Ticket (\$50) *non-refundable
- In-Kind Donation (Will contact Headquarters to discuss)

Company (as it should appear on signage): _____

Organization Contact Person: _____

Address: _____

City, State, Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Exhibitor Representatives:

Primary and Secondary Seminar Representatives (Complimentary Registration)

Name 1: _____ Email: _____

Name 2: _____ Email: _____

Additional Representatives (\$75 each)

Name 3: _____ Email: _____

Name 4: _____ Email: _____

2017 Fall Seminar Total Fee: \$_____ (Form must be received by August 18, 2017)

Method of Payment: Enclosed is my check (payable to PAF) Visa MasterCard American Express

Card #: _____ Exp. Date: _____ CVV: _____

Name on Card: _____ Signature: _____

Credit Card Billing Address: Same as above

Address: _____

City, State, Zip Code: _____

Booth location will be assigned at the sole discretion of show management. Placement will be made based on date of received contract, notification of direct competitors and sponsorship level:

Competitors: _____

Exhibitors are encouraged to provide a door prize for the Seminar. We will donate a door prize.

Description: _____