

Florida Surveying & Mapping Society

2021 Exhibitor Opportunities

July 28-31
66th Annual Conference



*Sawgrass Marriott Golf Resort & Spa
Ponte Vedra Beach, FL*



General Conference Information and Exhibitor Benefits

Since 1955, the Florida Surveying & Mapping Society (FSMS) has been the only association in the State of Florida representing professional surveyors and mappers. Serving as the catalyst and voice of these professionals, FSMS is one of the top surveying and mapping associations in the nation. With over 1,000 members, FSMS is responsible for providing the largest surveying and mapping trade show in the southeast.

After a year of nation wide conference cancelations due to the COVID pandemic, FSMS is pleased to present our 66th Annual Conference to the Surveying and Mapping profession. Exhibitors and sponsors of our Annual Conference have access to the private sector, business owners and managers, and the public sector government staff as well as academia. We bring the buyers to you at our annual trade show, enabling you to reacquaint with your customers face to face, and promote your business to the decision makers within our industry. This venue provides our members the opportunity to attend quality seminars, hear engaging national instructors, view the latest in surveying and mapping technology, and network with fellow professionals.

We invite your company to take advantage of this captive audience by exhibiting and/or sponsoring events at our Annual Conference. Realizing that brand awareness is critical to sales success makes this opportunity extremely attractive. Your company and products will shine in the spotlight at this event. We offer opportunities for advertising at many different levels, allowing for large or small company budgets.

CONSIDER THE FOLLOWING OPPORTUNITIES:

- **One month free advertising in The Florida Surveyor. If you are also a Sustaining Firm, you will receive an upgrade to your free advertising.**
- **Recognition as an Exhibitor in Conference Program Book and The Florida Surveyor.**
- **Recognition as an Exhibitor on the FSMS website.**

Exhibitor Schedule and Additional Information



Dear Exhibitor:

It's planning time for another annual conference and trade show and that means a great opportunity to showcase your products and services. This year, we will be at the Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach, Florida. The Florida Crown Chapter is excited to be our host and the Conference Committee has been working diligently to ensure things will be ready for you in July. Please note that the booths will be assigned by the FSMS Conference Committee based on your exhibitor level, the date the application form is received, and receipt of payment.

We will kick off the show on Thursday afternoon. The schedule will be as follows:

Thursday, July 29	8:00 am - 1:00 pm 1:00 pm - 4:00 pm 4:00 pm - 6:00 pm	<i>Pipe and Drape Exhibitor Set-Up Exhibit Hall Grand Opening & Exhibitor Reception</i>
Friday, July 30	7:30 am - 5:00 pm	<i>Exhibit Hall Open</i>
Saturday, July 31	7:00 am - 1:30 pm 1:30 am - 3:00 pm	<i>Exhibit Hall Open Exhibitor Breakdown</i>

The ribbon cutting ceremony will take place in front of the Exhibit Hall on Thursday at 4 pm. In addition, door prize drawings will take place on Saturday during lunch in the Exhibit Hall.

Detailed hotel information with a floor plan will be emailed to you with your booth confirmation letter. The standard sleeping room rate at the hotel is \$129. You may call the Marriott Sawgrass at (904) 285-7777 to make your room reservation (be sure to tell them you are attending the FSMS Conference - the reference code is M-EUPSXJS) or [use this link to book online](#). The last date to book a room at this rate is July 5, 2021.

The option of purchasing tickets to all functions is available. Please see the conference registration form for all events and pricing.

As an Exhibitor, you have the opportunity to expand your presence by donating door prizes to be given away during Exhibit Hall hours. You can also economically market your company and guarantee increased exposure to hundreds of professionals by sponsoring one of the Exhibit Hall Breaks (form attached).

Lastly, you can purchase an ad in our Conference Program Book. We invite you to call the Administrative Office at (850) 942-1900 if you have questions about any of these unique opportunities.

I hope you take advantage of this annual occasion to see old friends and clients and meet new ones as well. Our Conference offers you the opportunity to be with Florida's top professional surveyors and mappers, decision makers that include owners of firms, government employees, and academia. I look forward to seeing you in Ponte Vedra Beach in July.

Sincerely,
Hal Peters
Conference Committee Chair



Exhibitor Opportunities

Platinum Exhibitor \$3,750

Company name on a banner at Conference
Company bio and logo in the Conference Program Book
*One month free full-page ad in **The Florida Surveyor***
*(Sustaining Firms will receive two months free ad in **The Florida Surveyor**)*
*Recognition in Conference Edition of **The Florida Surveyor***
Recognition on FSMS.org main ad banner for two months
Logo with hyperlink to website displayed on FSMS.org
Complimentary full page ad in the Conference Program Book
Two night complimentary hotel stay
Two Welcome BBQ tickets
Two Booths

Only one Platinum Exhibitor allowed.

Gold Exhibitor \$2,850

Company bio and logo in the Conference Program Book
*One month free half-page ad in **The Florida Surveyor***
*(Sustaining Firms will receive two months free ad in **The Florida Surveyor**)*
*Recognition in Conference Edition of **The Florida Surveyor***
Logo with hyperlink to website displayed on FSMS.org
One night complimentary hotel stay
Two Welcome BBQ tickets



Exhibitor Opportunities

Silver Exhibitor

\$1,850

Company bio and logo in the Conference Program Book
*One month free quarter-page ad in **The Florida Surveyor***
*(Sustaining Firms will receive one month free half-page ad in **The Florida Surveyor**)*
*Recognition in Conference Edition of **The Florida Surveyor***
Logo with hyperlink to website displayed on FSMS.org
Two Welcome BBQ tickets

Conference Exhibitor

\$1,350

Company bio and logo in the Conference Program Book
*One month free business card ad in **The Florida Surveyor***
*(Sustaining Firms will receive one month free quarter-page ad in **The Florida Surveyor**)*
*Recognition in Conference Edition of **The Florida Surveyor***
Logo with hyperlink to website displayed on FSMS.org

All Exhibitors Will Receive:

8' x 10' draped booth with 10' backdrop and 36" side rails
(Platinum Exhibitor receives two booths and two tables)
6' draped table, two chairs and waste basket
Four name tags for booth personnel per booth
Two lunch tickets per booth for Friday

Additional booths may be purchased at \$850 per booth

Additional Information

Exhibit hours are advertised to all FSMS members, all licensed surveyors throughout the state, and all surveying and engineering firms. If it becomes necessary for you to leave the trade show early please contact Hal Peters or Tom Steckler at the Registration Desk.



ADDITIONAL CHARGES

Additional accommodations, including electrical outlets & wifi, are available with an additional charge from the hotel. Please thoroughly review all material to eliminate any confusion or misconceptions regarding additional charges (see attached forms).

CANCELLATION POLICY

All cancellations must be received in writing. If a cancellation is received by June 1, 2021, a full refund will be made for all booth fees, less a processing fee of 25%. No refund will be given for cancellations made after June 1, unless the cancelled space is resold, in which event booth fees will be refunded, less a processing fee of 25%.

FSMS 66th Annual Conference Application Form



EXHIBITOR INFORMATION:

Company Name (Exact for booth sign)

Contact Name

Phone Number

Email

Address - If home office is out of state, please also list local office address, telephone and contact person.

City

State

Zip Code

Products or services (List all that apply)

Number of Booths _____

Total Registration Fee (see Exhibitor Fee box) \$ _____

Additional Booth(s) _____ (x) \$850 (=) \$ _____

Additional Name Badges _____ (x) \$40 (=) \$ _____

TOTAL ENCLOSED \$ _____

Exhibitor Fee	
Platinum Exhibitor	\$3750
Gold Exhibitor	\$2850
Silver Exhibitor	\$1850
Conference Exhibitor	\$1350

(PAYMENT MUST ACCOMPANY THIS FORM)

REPRESENTATIVES:

(First four name badges are free. All additional name badges are \$40 each. Please use second page to add additional staff.)

Name _____ Email Address _____

Are you a Sustaining Firm? Y / N

Do you want a booth identification sign? Y / N

See Exhibitor Hall Layout page for booth locations & **choose up to 3 booth #(s) you are interested in.** (This may or may not be the booth you are assigned.) **Booths are assigned based on Exhibitor Level (Platinum, Gold, Silver, Standard), date application is received & receipt of payment.**

FSMS USE ONLY

Booth(s) assigned: _____

Date received: _____

Total \$ received: _____



66th Annual Conference

Regulations

All exhibits and exhibitors are subject to the following regulations. The words "Management", "Association", and letters FSMS herein refer to the Florida Surveying and Mapping Society acting through its officers, employees, or agents in the management of the show.

DATE OF SHOW AND SHOW HOURS: (See Exhibitor Information Sheet for more detail.) Management reserves the right to change show hours if necessary.

LOCATION OF SHOW & HOUSING: The trade show will be held at the Marriott Sawgrass Golf Resort & Spa. A block of rooms for Annual Conference registrants and exhibitors has been reserved at the Marriott Sawgrass. Standard room rate is \$129.00. Please call **(904) 285-7777** or [visit this link](#) to make your reservation.

ATTENDANCE PROFILE: Over 700 persons, mostly in the surveying profession, have historically attended the Conference and trade show. Other individuals also attend. This is the largest trade show representation of surveying and mapping professionals in the southeast.

EXHIBITS: The show consists of: 8' x 10' booths of standard pipe and drape construction, including 10' backdrops and 36" high side booth dividers. One 6' draped table, two chairs and waste basket are also provided. Booths are required to be staffed by the exhibitor during all show hours. One **7" x 44" sign** provided **by request only**.

CONTRACT FOR SPACE & CANCELLATION: The application for exhibit space, regulations enumerated herein, notice of space assignment by FSMS, and the full payment of booth, together constitute a contract for the right to use the space. **No space reservation will be confirmed without full payment.** All cancellations must be received in writing. If a cancellation is received by **June 1st**, a full refund will be made of all booth fees, less a processing fee of 25%. No refund will be made for cancellations after **June 1st**, unless the cancelled space is re-rented. In that case all booth fees will be refunded, less a processing fee of 25%.

ALLOCATION OF BOOTH: Booth assignments will be based on Exhibitor Level, date application form is received, and payment. **No payment - no reservation.**

REGISTRATION, FUNCTION TICKETS: All Exhibitor registrations should be made in advance. On-site check-in for Exhibitors will be in the Exhibit Hall.

Exhibitor registration is not registration for the Annual Conference.

Additional tickets for functions may be purchased prior to Conference or at the Registration Desk only if the event isn't sold out.

SERVICE CONTRACTOR: Encore (formerly PSAV) is the Official Service Contractor for this show and is responsible for all aspects of booth set-up and dismantling, material handling, electrical, furniture rental and other. All services customarily required by Exhibitors will be available through Encore approximately 60 days in advance of the show via a service kit provided to you. For additional information contact Encore at (904) 334-1880.

AUDIO/VISUAL NEEDS: Order directly through Mark Wagner at Encore (see enclosed forms.)
Phone: (904) 334-1880 Email: Mark.Wagner@Encoreglobal.com

INTERNET NEEDS: See form included in this package. Contact Encore at (904) 334-1880 for more information.



66th Annual Conference

Regulations

EXHIBIT INSTALLATION & DISMANTLING: Exhibitors may have access to the exhibit area starting at **1:00 pm on Thursday, July 29th**. Exhibitors must complete exhibit installation **by 4:00 pm on Thursday, July 29th**. FSMS reserves the right to remove exhibits and exhibit materials, at the Exhibitors expense, not in readiness **by 4:00pm on Thursday, July 29th**. The Exhibitor will forfeit any space not occupied by **4:00 pm on Thursday, July 29th**. This space may be reassigned or used by FSMS without refund, unless arrangements for delayed occupancy have been made with FSMS in advance. FSMS shall not be responsible for any Exhibitors' incurred expenses.

If it becomes necessary for you to leave the trade show early please contact Hal Peters or Tom Steckler at the Registration Desk. Exhibit teardown is anytime after **10:30 am on Saturday July 31st**. Material or equipment left in the exhibit area after this time will be subject to removal by the hotel at the Exhibitor's expense. **Exhibit area must be left free of trash.**

Loading and Unloading MUST be done at the Loading Dock located at the back of the Exhibit Hall.

EXHIBIT RESTRICTIONS: Each exhibit shall be installed so as not to obstruct the view of, or interfere with the exhibits of others. No solid construction will be permitted to exceed 48" in height except in the back one-third of the booth depth.

Exhibitors may not advertise or display goods or services other than those manufactured, distributed, or sold by the Exhibitor in the regular course of business. Demonstrations and adequate space for an audience, and booth personnel shall not interfere with normal aisle traffic flow or infringe on the atmosphere of neighboring booths. Any sound leakage from an Exhibitor's open-sound AV equipment shall not interfere with neighboring booths. Any food or beverage producing or dispensing must be approved by FSMS. **Exhibits are restricted to the exhibit area designated by the floor plan.**

FSMS reserves the right to terminate without notice any exhibit which is in violation of these regulations. This reservation includes persons, things, conduct, printed matter including tee shirts, or anything else, which might detract from the show as a whole. In the event of such restriction or eviction, FSMS is not liable for any refunds, rentals or other Exhibitor expenses. Regulations are formulated for the best interests of each Exhibitor as well as FSMS.

LIABILITIES: The Exhibitor agrees to protect, indemnify, defend, and hold harmless FSMS, and the Marriott Sawgrass Golf Resort & Spa, and the affiliates and subsidiaries of each, and the Officers, Directors, and employees of each ("Indemnified Parties") against any claims, losses and damages to persons or the Marriott Sawgrass property, government charges or fines, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof. The FSMS, its agents and employees, will not be held liable for failure to hold the exhibit as scheduled. Payments for booth(s) will be returned in that event, except that any expenses incurred in connection with the exhibit will be deducted if the trade show is called off on or after Monday, June 1, 2020, because of fire or any act of God, the public enemy, terrorist attack, strike, epidemic, or any law or regulation or public authority, which make it impossible to hold the exhibit.

SECURITY: Neither FSMS, nor the Marriott Sawgrass Golf Resort & Spa will be liable for loss or damage to property of Exhibitors or their agents or employees from theft, fire, accident, or any other cause whatsoever. Exhibitors are cautioned to carry property protection.

CARE OF PROPERTY: Exhibitors or their agents shall not injure or deface the walls or floors of the building, the booths, or equipment or furnishings in the booth. Exhibitors will be held liable for any such damage caused by them or their agents.

HOSPITALITY, ENTERTAINMENT, & SPECIAL EVENTS: Exhibitors are welcome to sponsor hospitality suites or other special events for convention attendees. Plans to do so should be coordinated through FSMS. Specific arrangements should be made directly with the Marriott Sawgrass Golf Resort & Spa. Exhibitors are requested to NOT organize, promote, publicize or invite attendance at any hospitality suite, outside entertainment, or other special events for persons attending this Conference on any of the advertised Conference dates during periods when other exhibits, meetings, or other regular events are scheduled.



66th Annual Conference Regulations

DOOR PRIZES: Door prizes sponsored by Exhibitors are encouraged. All door prizes should be coordinated through the FSMS Executive Director for adequate publicity and to encourage traffic flow in the exhibit hall. Exhibitors may not register for door prizes given by other Exhibitors.

EXHIBITORS ANNUAL CONFERENCE COMMITTEE: The Annual Conference Committee assists FSMS in ensuring that the conference and trade show provides the best possible forum to attain technical, educational and economic objectives for all concerned. The Committee provides information and advice regarding show regulations as well as the conduct of the exhibits.

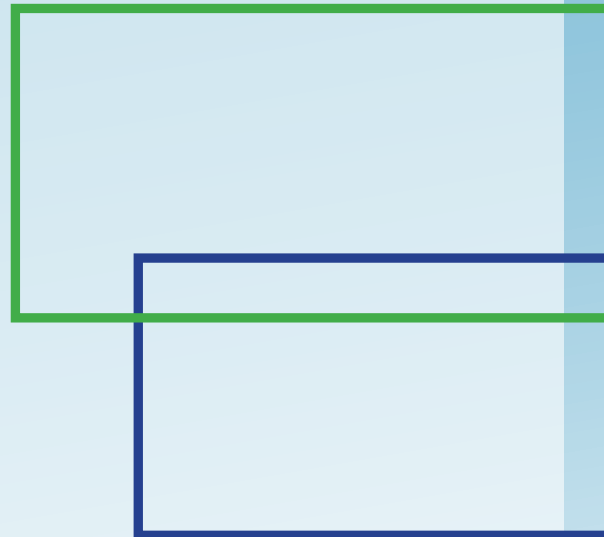
By signing this page I agree to all the terms regarding this event:

Exhibitor Signature

Print Name

Company Name

Date





66th Annual Conference

July 28-31, 2021

Conference Program Book Advertising

1 full page 5 1/2" (wide) x 8 1/2" (high)	\$200.00
7.5% sales tax	\$15.00
TOTAL	\$215.00

1/2 page 5 1/2" (wide) x 4 1/4" (high)	\$125.00
7.5% sales tax	\$ 9.38
TOTAL	\$134.38

Sponsor/Advertiser

Contact Name

Address

City State Zip

Phone

Email

Ads must be in PDF, JPG, or PNG format.

We agree to the terms & conditions in the rate schedule.

Print Name

Signature

Payment Information:

Check Enclosed _____ AE/Visa/Mastercard _____

Card Number _____ Card Expiration Date _____

3-Digit Security Code _____ Billing Zip Code _____

Signature _____



66th Annual Conference July 28-31, 2021 Conference Registration Packets

Get an edge on your competition with more brand awareness. An additional way to showcase your company at our Annual Conference is via our Attendee Registration Packets.

Prepare your company's flyer and ship (150 inserts) to the Administrative Office for arrival by June 15th.
Cost - \$100.00

Or, FSMS will print your flyers (on letter size copy paper with B&W print)
Cost - \$200.00

For more information: email education@fsms.org or call (850) 942-1900

Company Name

Contact Name

Address

City State Zip

Phone

Email

We agree to the terms & conditions in the rate schedule.

Print Name

Signature

**Mail flyers to: Florida Surveying & Mapping Society, 1689-A Mahan Center Blvd.,
Tallahassee, FL 32308**

Payment Information:

Check Enclosed _____ AE/Visa/Mastercard _____

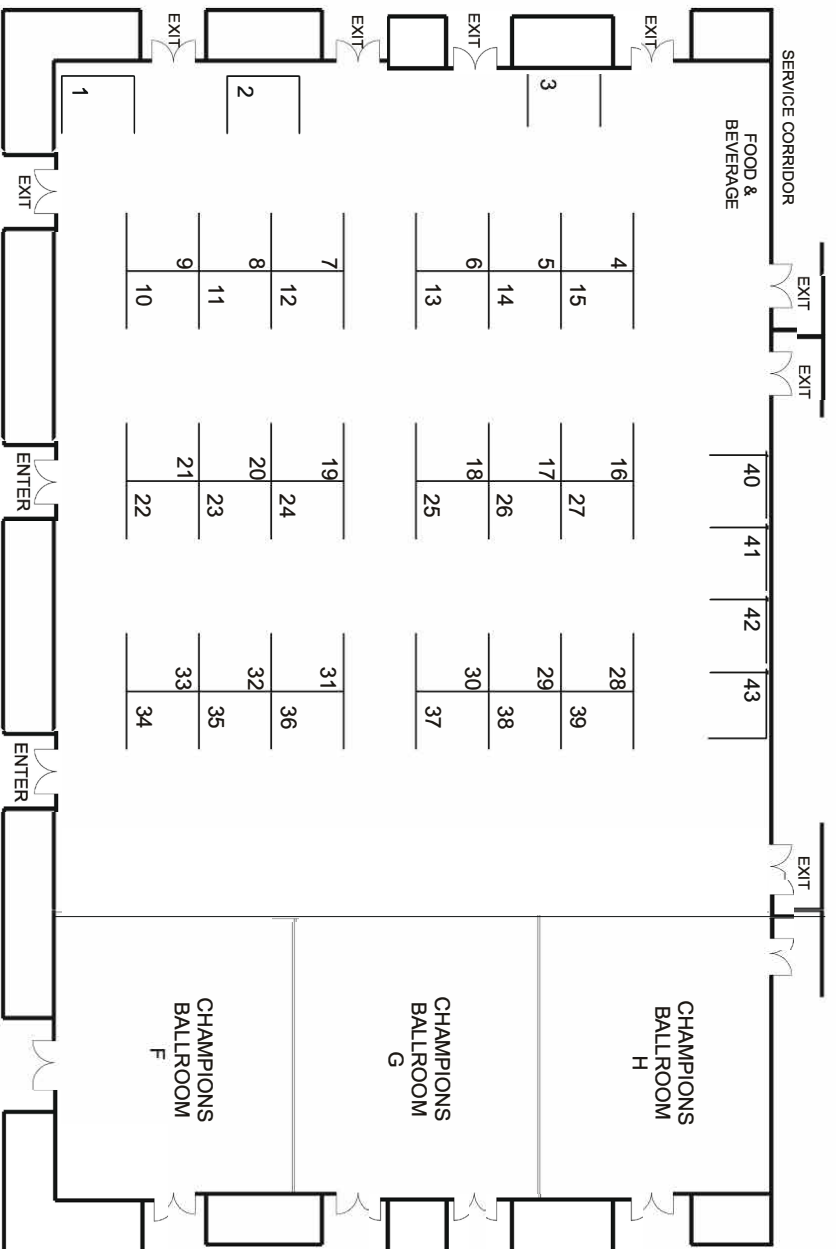
Card Number _____ Card Expiration Date _____

3-Digit Security Code _____ Billing Zip Code _____

Signature _____

66th ANNUAL FSMS CONFERENCE

JULY 28-31, 2021
MARRIOTT SAWGRASS RESORT



50 - 8' x 10' Booths
in the
Champions Ballroom A-E

Prepared By:
GULF COAST EXPO
8432 SUNDRIEVA STREET
SUITE 100
FORT WORTH, TX 76116
(817) 916-8006
Original Created: 9/18/18
Revised:

EXHIBITOR SERVICES

Create the ultimate brand experience with a sensory-rich environment that drives attendee interest.



NAME OF CONFERENCE	START DATE	END DATE	NO. OF EVENT DAYS
ORGANIZATION NAME	ON-SITE CONTACT NAME		ROOM/EXHIBIT BOOTH NO.
STREET ADDRESS	CITY	STATE	ZIP CODE
TELEPHONE NUMBER	EMAIL ADDRESS		DELIVERY DATE
ORDERED BY	SIGNATURE		

I hereby authorize PSAV to charge my credit card for the total of the requested services and/or equipment as indicated on this form. I agree that should PSAV be unable to process this credit card, an alternate method of payment will be provided prior to the show.

ORDERING INSTRUCTIONS: To guarantee equipment availability and advanced-rate pricing, place your order at least 21 days prior to delivery. Prices are for exhibit floor only. All order subtotals are billed a 40% Labor charge and 6.5% Sales Tax. All rental prices subject to a 15% markup if ordered day of. 100% payment must accompany each order. No orders will be processed without payment. An electronic receipt will be emailed to you.

PSAV WILL CONTACT YOU DIRECTLY FOR PAYMENT INFORMATION. PRICING IS PER DAY.

Tax Exempt Status – If you are exempt from payment of sales tax, we require you to forward an exemption certificate for the state in which the services are to be provided.

Form Submission – Email completed forms to: sawgrasssales@psav.com.

Cancellations – Cancellations received within 48 hours of the scheduled delivery date are subject to a 50 percent fee applicable to equipment and tax. Cancellations received on the day of scheduled delivery or “no shows” are subject to the full amount of the order, including labor, drayage and tax.

MONITORS

	PRICE	QTY	DAYS	TOTAL
21" LCD monitor with table stand	\$ _____	_____	_____	\$ _____
32" LCD monitor	\$ _____	_____	_____	\$ _____
<input type="checkbox"/> Dual-post stand <input type="checkbox"/> Table stand				
52" LCD monitor	\$ _____	_____	_____	\$ _____
<input type="checkbox"/> Dual-post stand				

AUDIO EQUIPMENT

	PRICE	QTY	DAYS	TOTAL
Wired handheld microphone	\$ _____	_____	_____	\$ _____
Wireless microphone	\$ _____	_____	_____	\$ _____
<input type="checkbox"/> Handheld <input type="checkbox"/> Lavalier				
Powered speaker with stand	\$ _____	_____	_____	\$ _____

ACCESSORIES

	PRICE	QTY	DAYS	TOTAL
Blu-ray/DVD player	\$ _____	_____	_____	\$ _____
Laptop	\$ _____	_____	_____	\$ _____

PROJECTION

	PRICE	QTY	DAYS	TOTAL
LCD projector	\$ _____	_____	_____	\$ _____
42"- 54" Rolling cart	\$ _____	_____	_____	\$ _____
Tripod screen	\$ _____	_____	_____	\$ _____
<input type="checkbox"/> 5' <input type="checkbox"/> 6' <input type="checkbox"/> 8'				

INTERNET

	PRICE	QTY	DAYS	TOTAL
Wired internet connection	\$ _____	_____	_____	\$ _____
Wireless internet connection	\$ _____	_____	_____	\$ _____
<i>Up to 8MB per user / device</i>				
Dedicated bandwidth	Please contact PSAV for quote			

LIGHTING

	PRICE	QTY	DAYS	TOTAL
LED Accent light	\$ _____	_____	_____	\$ _____
Pin spot light	\$ _____	_____	_____	\$ _____

CUSTOM ITEMS

	PRICE	QTY	DAYS	TOTAL
_____	\$ _____	_____	_____	\$ _____
_____	\$ _____	_____	_____	\$ _____
_____	\$ _____	_____	_____	\$ _____
_____	\$ _____	_____	_____	\$ _____
_____	\$ _____	_____	_____	\$ _____

POWER

	PRICE	QTY	DAYS	TOTAL
120V – 5 AMP	\$ _____	_____	_____	\$ _____
120V – 10 AMP	\$ _____	_____	_____	\$ _____
120V – 20 AMP	\$ _____	_____	_____	\$ _____
208V Three Phase – 60 AMP	\$ _____	_____	_____	\$ _____
208V Three Phase – 100 AMP	\$ _____	_____	_____	\$ _____
208V Three Phase – 200 AMP	\$ _____	_____	_____	\$ _____

NOTE: Power is turned on within 30 minutes of show opening and off within 30 minutes of show closing.

**20 AMP service & below is single phase 120V & includes extension cord with power strip*

***60-200 AMP service is three phase*

****Specialized power services are available upon request*

RIGGING

All rigging requests should be placed using the [Rigging Request Form](#).

SPECIAL REQUESTS

Please add any items not listed above that you require.

ORDER SUMMARY	TOTALS
Subtotal	\$ _____
40% Labor	\$ _____
6.5% Sales Tax	\$ _____
GRAND TOTAL	\$ _____



EXHIBITOR SERVICES

Create the ultimate brand experience with a sensory-rich environment that drives attendee interest.



BOOTH DIAGRAM

ORGANIZATION NAME	ROOM/EXHIBIT BOOTH NO.
SHOW NAME	SHOW DATES

Internet

Please indicate on the grid the location of your wired internet drop(s) using **I** to signify internet drop. If no location is indicated, the internet drop will be placed in the middle back of the booth.

Power

Please indicate on the grid the location of your power drop(s) using **P** to signify power drop as well as how many AMPs each power drop should have (e.g., 20A). If no location is indicated, the power drop will be placed in the middle back of the booth.

Power service examples based on connected device type:

- 5 AMP – Single portable device (Laptop/mobile device)
- 10 AMP – Same as 5 AMP plus Display Monitor
- 20 AMP – Same as 10 AMP plus Traditional Display Lighting (1 AMP per 100 Watt)

Adjacent Booth No. _____

Adjacent Booth No. _____

Adjacent Booth No. _____

Adjacent Booth No. _____

Sawgrass Marriott Golf Resort & Spa
 1000 PGA Tour Blvd., Ponte Vedra Beach, FL 32082
 ■ office: 904.280.7032 ■ email: SawgrassSales@psav.com
venuepartners.psav.com/marriottsawgrass

