



SPONSOR INFORMATION PACKET

Please read the guidelines below and take note of all deliverables and deadlines. This package has been sent to the MAIN SPONSOR CONTACT only. Forward as applicable.

VENUE INFORMATION

Hilton Orange County Costa Mesa
 3050 Bristol St., Costa Mesa, CA 92626
 (714) 540-7000

CONFERENCE CHECK-IN & REGISTRATION

Our conference registration desk located in the Pacific Ballroom foyer on Banquet Level 2 will be open during these times throughout the conference:

Exhibitor Check-In	Wednesday, 9:00 AM – 11:00 AM
Attendee Check-In	Wednesday, 10:00 AM-7:00 PM Thursday, 7:30 AM-4:00 PM Friday, 7:30 AM-10:30 AM

Checklist for Key Deliverables/Deadlines

The following is a quick reference checklist for all sponsor deliverables. Details and specifications for each can be found on the following pages.

	Item	Due Date
<input checked="" type="checkbox"/>	Choose your Exhibit Booth Location – All exhibitors will be contacted by email starting May 7 th to choose your booth location, in order of sponsor level and registration date. Complete the online form in the timeframe requested so you don't lose your spot in line. This process may take two or more weeks based on the number of exhibitors we have.	May 21st
<input type="checkbox"/>	Make Final Payments – If you have a balance due, please make sure all payments are received no later than June 1 st .	June 1st
<input type="checkbox"/>	Verify your Conference Attendees – Ensure all attendees are correct and any required substitutions are made.	June 8th
<input type="checkbox"/>	Submit your Ads – For Gold, Platinum and Diamond sponsors, submit your mobile app banner ad and PowerPoint ad.	June 8th
<input type="checkbox"/>	Submit your Game Concept – Exhibitors should email their game concept for approval/acceptance.	June 10th
<input type="checkbox"/>	Submit Hotel Shipment Form – If you are shipping booth items, complete and return the hotel shipment/handling form.	June 13th
<input type="checkbox"/>	Ship your Promotional Items – If you are sending items for attendee bags, ship them to arrive by this date.	June 14-15th
<input type="checkbox"/>	Ship your Exhibit Booth Materials – If you are shipping booth items, ship them to arrive by this date.	June 14-18th

DETAILS & SPECIFICATIONS

VERIFY YOUR CONFERENCE ATTENDEES

Depending on your sponsorship level, you are entitled to the number of conference attendees listed below. If you don't already have attendees registered to fill these spots and need to assign or substitute names, please contact AmericaWest@eventfullyyourz.com no later than June 8th.

Exhibitor Only	1 Attendee
Silver Level	1 Attendee
Gold	3 Attendees
Platinum	4 Attendees
Diamond	5 Attendees

PROMOTIONAL ITEMS FOR ATTENDEE BAGS

All sponsor levels are invited to provide promotional items to include in attendee bags. *Current Estimated Count: 300* (we suggest waiting to finalize your order until May 19th, at which time we will provide an updated headcount). Items should be delivered or shipped directly to the hotel and **MUST ARRIVE between June 14th and June 15th to guarantee placement in bags** – ANY ITEMS RECEIVED AFTER 5:00 PM ON 6/15 WILL NOT BE INCLUDED IN BAGS – PLEASE BE SURE TO SEND FEDEX OR SIMILAR AND ADDRESS EXACTLY AS FOLLOWS TO GUARANTEE DELIVERY BY THIS DATE.

Promo Items must be packaged and shipped SEPARATELY from exhibitor booth materials as we will open boxes of promo items and include them into the attendee bags – anything not labeled exactly as below to include PROMO ITEMS will NOT BE OPENED and included. Handling charges for promo items will be covered by the conference if addressed as follows, you will not need to include these boxes on the attached shipping form.

SHIPPING ADDRESS FOR PROMO ITEMS:

Hilton Orange County Costa Mesa
ATTN: Omar Vargas (America West PROMO)
3050 Bristol St.
Costa Mesa, CA 92626

ALSO INCLUDE SOMEWHERE ON THE BOX OR LABEL:

Deliver To: Jennifer Blumig/Event Office

Date Needed: June 16

Box # __ of __ (Ex. Box #1 of 4)

PAYMENTS

If you owe a balance for your sponsorship or attendee registrations, please **make checks payable to EventfullyYourz** and mail to the following address to arrive no later than June 1st:

America West Conference
c/o EventfullyYourz
132 Bluebell Way
Franklin, TN 37064

SUBMIT YOUR ADS (Gold, Platinum and Diamond Sponsors)

Our conference program will be a digital version via our mobile app, which will include the agenda, speaker information and sponsor banner ads. Banner ad display frequency will vary based on sponsor level. **Gold, Platinum and Diamond sponsors are eligible to submit banner ads, which should be jpg or png files sized 600px horizontal by 110 px vertical.** Ads are due by June 8th, but the sooner they are submitted, the earlier the ad will begin displaying (the mobile app will be introduced via our email blast to all attendees in one of our upcoming emails). Email ads to AmericaWest@eventfullyyourz.com. Sample banner ads:



Power Point slides will also be shown between presentations and during meal times. **Gold, Platinum and Diamond sponsors may submit a Power Point slide with your ad** for inclusion in the looping slideshows. Ads should be horizontal in orientation and sized to fit a standard Power Point slide - due by June 8th by emailing to AmericaWest@eventfullyyourz.com. Sample PPT ads:



EXHIBIT BOOTH INFORMATION

All exhibitors will need to be registered for the conference for access to the exhibit hall, meals and sessions. Register any additional exhibitors by 5:00 pm June 8th. All exhibits will be in the Pacific Ballroom (Banquet Level 2). Check in with us at the Registration Desk located on the Banquet Level 2 in the Pacific Ballroom Foyer.

Exhibit Hours (ensure someone is at your booth during these times):

Wednesday: 11:00 AM -1:00 PM, 3:30 – 4:00 PM, 6:00 – 7:30 PM

Thursday: 7:30-9:00 AM, 10:00-10:30 AM, 12:00- 1:30 PM, 3:00-3:30 PM

Friday: 7:30-9:00 AM, 10:00-10:30 AM

Booth SETUP is Wednesday, June 20th 9:00 AM – 11:00 AM

Booth BREAKDOWN is Friday, June 22nd 12:00 PM –1:00 PM

Exhibitors will NOT be permitted to breakdown earlier due to the Administrator’s keynote from 11:00-12:00. All activity in the exhibit hall must pause at that time. For return shipments, be sure to bring a return shipping label with you (the attached shipping form MUST be completed and submitted in advance to the hotel for incoming and outgoing booth shipments). You can leave your pre-addressed items at your booth ONLY if you have submitted this form AND you have a completed shipping label on your items including your account number for either FedEx or UPS. Keep in mind that items may be shipped the following business day, depending on the pickup schedule.

Included Items

Booths are TABLETOPS with 6’ tables, skirting and 2 chairs in an 8’ wide by 8’ deep space. Pipe and drape is NOT included for booths other than Diamond sponsors. Electrical drops will be placed throughout the exhibit hall. Extension cords and power strips will not be provided – thus, we suggest bringing your own to avoid paying hotel rental fees. Wi-Fi service will also be provided free of charge to all exhibitors.

SHIPPING INFO FOR EXHIBIT BOOTHS

It is **VERY IMPORTANT** to label your exhibit booths **EXACTLY** as indicated below to avoid delays in receiving your booth – note that there is a different address for shipping your promo items for attendee bags (as stated earlier). Hotel handling fees will be assessed for inbound packages. If your booth items are received by the hotel by Monday, June 18th, they will be delivered to your booth in the exhibit hall by 9:00 AM on Wednesday, June 20th.

Please plan for all booth materials to arrive between June 14th and June 18th: *Handling charges will apply. Please fill out the attached vendor shipping form and email back to us at AmericaWest@eventfullyyourz.com before June 13th.

Address all EXHIBIT BOOTH Materials as follows (must say “Exhibit Booth”):

*Hilton Orange County Costa Mesa
ATTN: Omar Vargas/America West
3050 Bristol St.
Costa Mesa, CA 92626*

ALSO INCLUDE SOMEWHERE ON THE BOX OR LABEL:

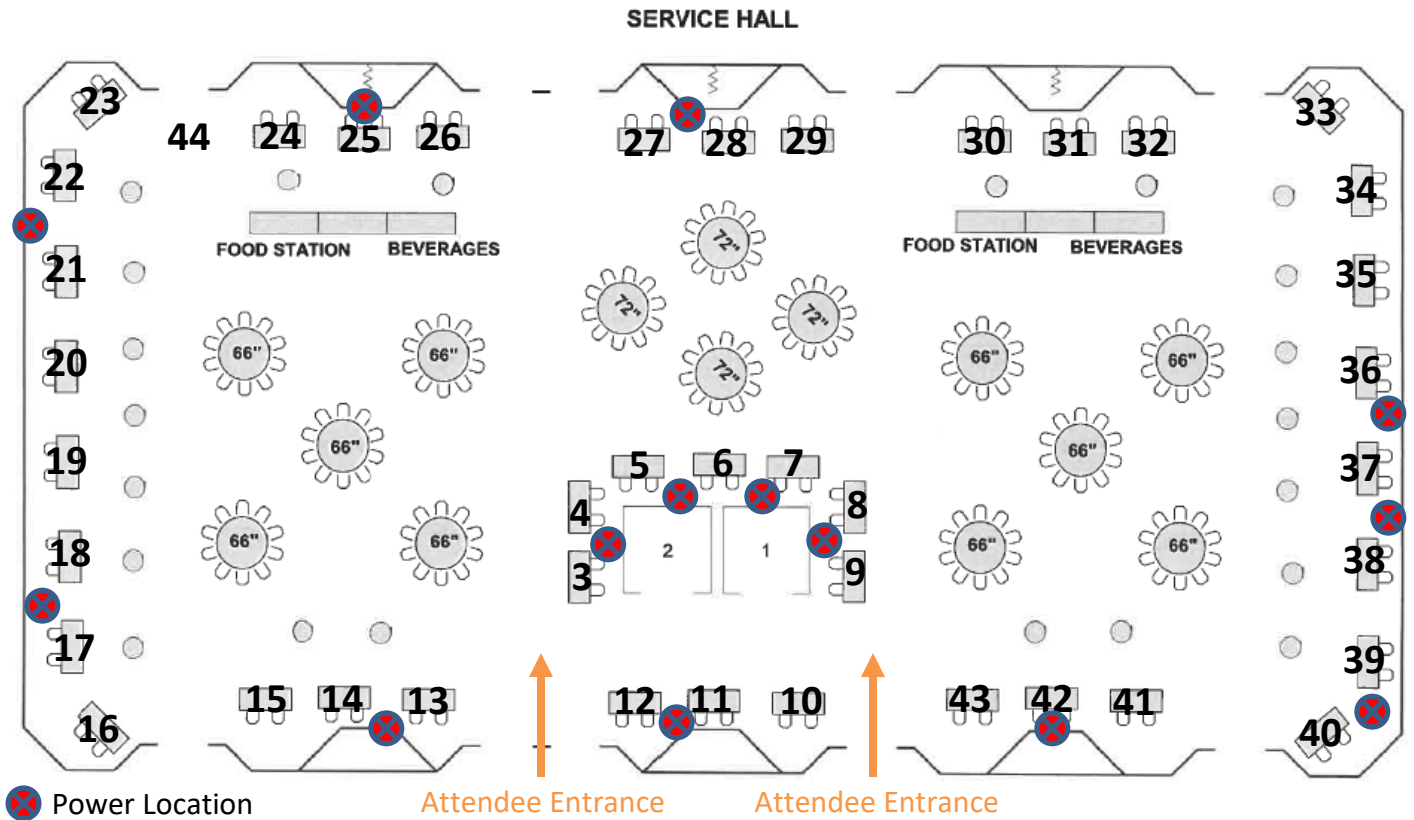
Exhibitor: [Your Company Name] (Exhibit Booth)

On-Site Contact Name: Jennifer Blumig


Date Needed: June 20

Box # __ of __ (Ex. Box #1 of 4)

BOOTH LOCATIONS/PLACEMENT



Booth #	Company	Booth #	Company	Booth #	Company
1	EOD Warrior Foundation	16	Collateral Specialists, Inc.	30	Radar Lender Services
2	Liberty SBF	17	Business Credit Reports	31	CDC Small Business Finance
3	CDC Capital Markets	18	LifeEase	32	The Bailey Group
4	SBA Advisors	19	Strategic Banking Partners	33	Cortland
5	Signature Bank	20	Nationwide Valuations	34	RSI & Associates
6	Reliant Business Valuation	21	SBA Protection	35	FRANdata
7	DCV Franchise Group	22	Unisearch, Inc.	36	Trileaf Environmental
8	PCFS Solutions	23	CDC Ventures	37	J.R. Bruno & Associates
9	Capital Growth Solutions	24	Mercantile Capital Corporation	38	Fulcrum Environmental Resources
10	MassMutual QuickClose Life Insurance	25	DRDA	39	Fountainhead Commercial Capital
11	Partner Engineering & Science, Inc.	26	Zions Bank	40	Advantage CDC
12	American Lending Center	27	Starfield & Smith	41	Banc-serv
13	The Preston Group	28	GCF Valuation	42	Vining Sparks
14	Coleman Report	29	Benetrends Financial	43	CORPSMART
15	Tetra Tech, Inc.			44	McCune Construction

Final Booth locations are noted above. Power drops are indicated by the  and accessible if you are located within 2 booths of the power location. Power locations have been allocated based on original registration requests. If you require power and it is not accessible to you based on the diagram, please notify us by June 10th at AmericaWest@eventfullyyourz.com.

CARNIVAL

WIN A FREE EXHIBIT BOOTH for 2019!

We are transforming our exhibit hall into a lively carnival during Thursday's lunch. Attendees will return to the exhibit hall for lunch and find a fun, lively atmosphere full of interactive games. Attendees will visit each booth and have an opportunity to play a game at your booth to win tickets, which can be cashed in for prizes, just like an old-fashioned arcade – the more games they play, the more tickets they win, and the better prizes they can get! Games will be provided by you, and the prizes will be provided by the conference. At the end of the lunch, attendees will vote for their favorite booth, and we will award the winning exhibitor a FREE 2019 Exhibit Booth credit (to be announced during the Thursday afternoon break).

This is your chance to get creative with your game and booth design. You will have an hour and a half from 10:30am-12:00pm on Thursday to transform your booth while attendees are in workshops. Think balloons, streamers, carnival music! Below are some ideas for some games, many of which can be found on Amazon, or custom make your own!

In order to prevent too many duplicate games, submit your game concept by emailing AmericaWest@eventfullyourz.com by June 10th so your game can be approved. We will limit the same type of game to two vendors only.

- Giant Jenga (label certain pieces underneath with "Winner" and tickets are awarded if those pieces are pulled)
- Jumbo Prize Wheel
- Giant Connect 4
- Giant Yard Pong
- Ring Toss Game
- Cornhole/Bean Bag Toss
- Giant Dice
- Hula Hoop Contest
- Plinko
- Duck Pond/Fishing
- Can Toss
- Electronic Arcade Basketball Hoops
- Mini Golf
- Various Minute to Win It type games

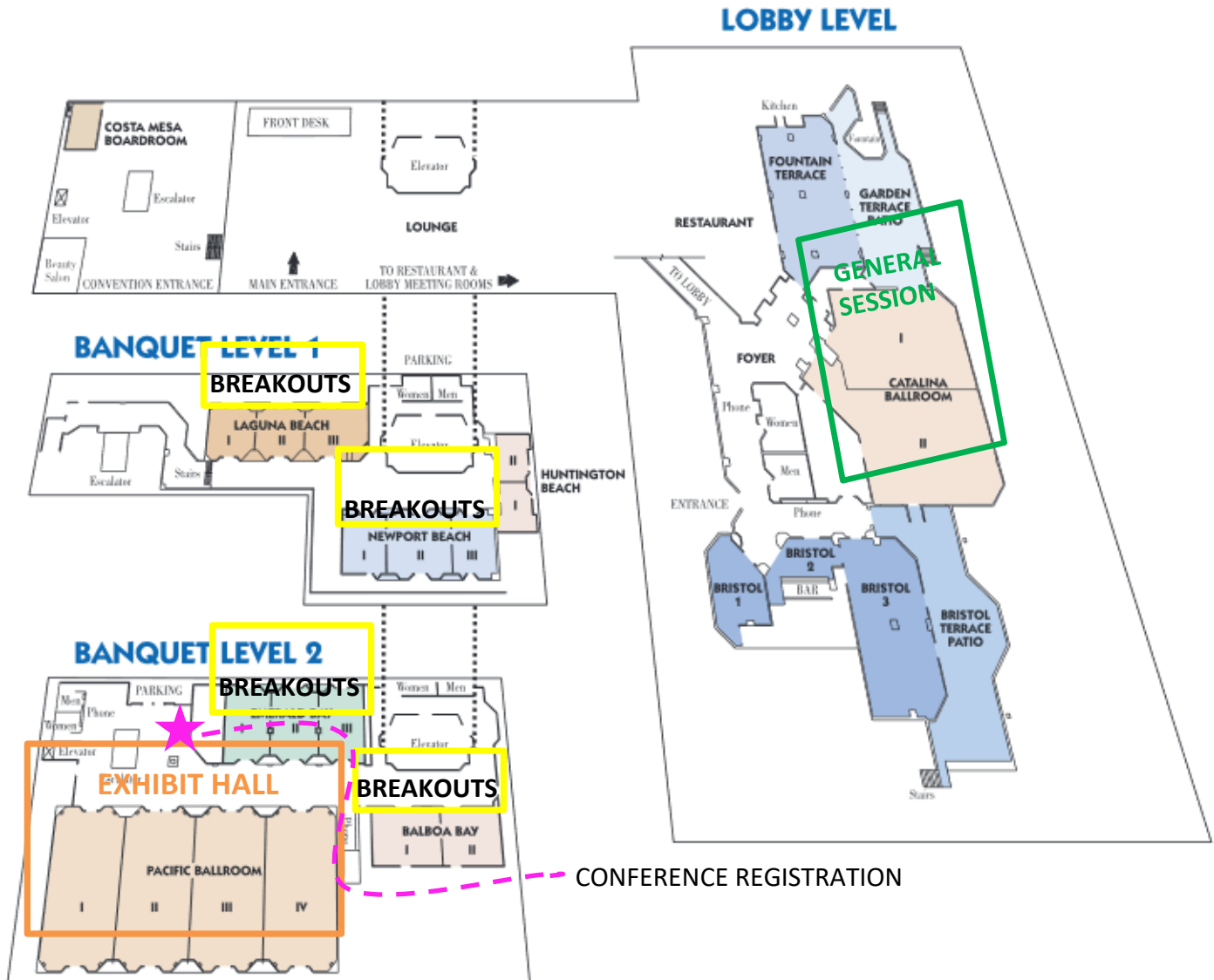


ATTENDEE LIST AVAILABILITY

A preliminary copy of the attendee list will be sent to all sponsors within 3 weeks of the conference start date.

MEETING SPACE

The main conference space including exhibit hall, breakouts and conference check-in/registration is located on Banquet Level 2. The general session room is located on the lobby level, in the Catalina Ballroom, and some breakouts may be located on Banquet Level 1. All meals will be served inside the exhibit hall with the exception of the Beach Party, which will be in a different location with indoor/outdoor access. All eating tables will be directly inside the exhibit hall rather than in the general session room, so attendees should be in the hall for the duration of each meal.



VENDOR DEMONSTRATIONS/MEETING ROOM RESERVATIONS

A select number of small meeting rooms are available for vendor demonstrations or private meetings during certain non-session times throughout the conference. Rooms are free of charge and available for one-hour increments until all time slots are filled. Exhibitors will have an opportunity to reserve a time during booth selection. If you are a non-exhibiting sponsor and interested in reserving a time, email us at AmericaWest@eventfullyyourz.com.

HOTEL RESERVATIONS & TRAVEL INFO

The Hilton Orange County Costa Mesa is still taking reservations at our group rate until MAY 18th, or until we sell out. If you have not yet made a reservation, click [HERE](#) for our group reservations page.

The closest airport is John Wayne Airport (SNA) which is 11 minutes from the hotel. Taxi and car service is available, as well as rental cars and UBER service ([Click here to request UBER](#)) . [Click here for Maps and Transportation Details](#)

Hotel CHECK-IN time is 4:00 PM and CHECK-OUT is 11:00 AM.

Hotel Amenities for our Overnight Guests

- Complimentary fitness center access
- Complimentary in-room Wi-Fi
- No resort fees

Parking Information

- Hotel offers VALET at a discounted rate for our group - \$20 daily (normally \$35)
- Hotel also offers SELF PARKING at a discounted rate - \$14/overnight (normally \$30)

LOCAL RESTAURANT & ENTERTAINMENT OPTIONS

If you are looking to make dinner reservations for Sunday or Monday evening, there are several options on property and around town:

[Click Here for Hilton Dining Options](#)

[Click Here for South Coast Plaza Shopping & Dining](#). Located steps from the Hilton.

CONFERENCE CONTACT INFO

844.887.6477 or AmericaWest@eventfullyyourz.com