

SOUTHEAST REGION

ADTSEA

American Driver & Traffic Safety Education Association

EXHIBITOR PROSPECTUS

2024 ANNUAL CONFERENCE

**THE WOODLANDS HOTEL
WILLIAMSBURG, VIRGINIA
FEBRUARY 22 - 24, 2024**

Darren Tessitore
617-515-6619
Darren@DrugEducators.org

THANK YOU, 2023 SPONSORS & EXHIBITORS



MAKE YOUR MARK

The Southeast Region of the American Driver Traffic Safety Education Association was established in 1970 with the purpose to promote traffic safety and its benefits by means of improving and extending driver education/training activities.

We host a highly attended regional conference every year, where we are committed to introducing our attendees to the products, services and organizations that are dedicated to keeping our nation's drivers safe as we are.

We invite you to exhibit at our 52nd annual conference and to join our unrelenting commitment to improving driver education.



CONTACT

Darren Tessitore

617-515-6619

Darren@DrugEducators.org

OUR AUDIENCE

an estimated

150

Driver Educators

Driving Schools

Leaders in Driver Education

SCHEDULE & LOCATION

SCHEDULE

Thursday, February 22nd

Setup 12pm - 3pm

Exhibit

3 - 4:30

Friday, February 23rd

8:30 am - 5 pm

Saturday, February 24th

8 am - 12 pm



WILLIAMSBURG, VA



The Woodlands Hotel & Suites
105 Visitor Ctr
Williamsburg, Virginia, 23185

Room rate of \$149 plus taxes

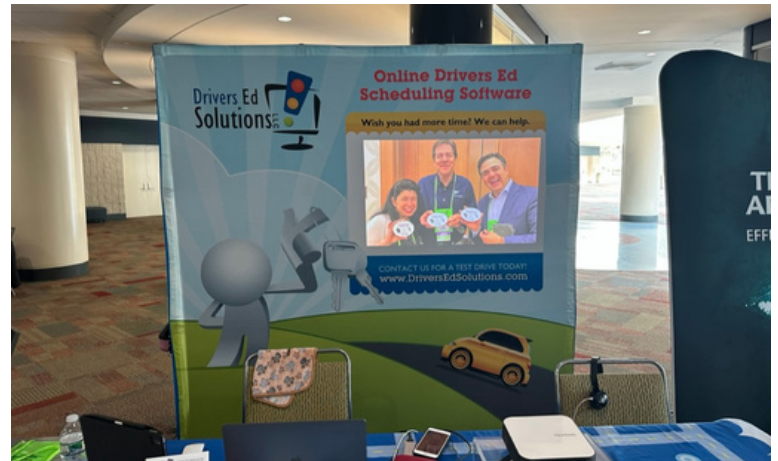
PRICING

EXHIBIT BOOTH

Includes one (1) 8' x 8' booth space with one (1) 6 foot table, two chairs, a company name ID, attendee list pre- and post-event. Electrical is included in your booth package.

PRICE: \$450 (Includes 2 lunch tickets)
Non-profit: \$250 (Includes 1 lunch ticket)

Lunch = \$45/per person
Banquet Dinner = \$85/per person



TOTE BAG INSERTS

Tote bag inserts are included in your exhibitor registration fee.

Non-Exhibitors can include 1 insert per tote bag for the following fee:

Price: \$200



PRICING

TOTE BAGS

Customized tote bags with your logo in 1 color.

These will be given to all attendees upon arrival.

PRICE: \$2,500



LANYARDS

Customized Lanyards with your company name and/or logo printed on each lanyard.

These will be given to all attendees upon arrival.

Price: \$1,500



SPONSORSHIPS

PLATINUM - \$5000



Unlimited Spots Available
1x 10' x 10' Exhibit Booth
Opening Ceremony Video Promo - 3 Minutes Max
2 between sessions videos in main conference room
Logo on Seradtsea.com
Full Page ad in conference program
Company Description in Conference program
Social Media Recognition - Logo on Facebook page

GOLD - \$3000



Unlimited Spots Available
1x 10' x 10' Exhibit Booth
Promotional video during conference session - 3 Minutes Max
Logo on Seradtsea.com
1/2 Page ad in conference program
Company Description in Conference program
Social Media Recognition - Logo on Facebook page

SILVER - \$2000



Unlimited Spots Available
Exhibit Booth - Not included
Promotional video during conference session - 1 Minute Max
Logo on Seradtsea.com
1/4 Page ad in conference program
Company Description in Conference program
Social Media Recognition - Logo on Facebook page

BRONZE - \$1000



Unlimited Spots Available
Exhibit Booth - Not included
Promotional video during conference session - 30 Seconds Max
Logo on Seradtsea.com
Logo in Conference Program
Company Description in Conference program
Social Media Recognition - Logo on Facebook page



ADDITIONAL SPONSORSHIPS

BREAKFAST SPONSORSHIP - \$3000

1 Minute video played while audience is at lunch
Onscreen "Breakfast Sponsored By" for entire audience to view
Announcement to group about sponsorship

MEET & GREET - \$1000

1 Minute video played while entire audience is attending meet & greet
Announcement to group about sponsorship

LUNCHEON SPONSORSHIP - \$4000

1 Minute video played while audience is at lunch
Onscreen "Lunch Sponsored By" for entire audience to view
Announcement to group about sponsorship

DINNER SPONSORSHIP - \$5000

2x 3 Minute videos played while audience is at Dinner
Onscreen "Dinner Sponsored By" for entire audience to view
Announcement to group about sponsorship

MONTHLY NEWSLETTER - \$250

Display your company logo in
our monthly newsletter emailed
to our entire database

CONFERENCE RULES & REGULATIONS

ASSIGNMENT OF SPACE AND PAYMENT

All booth contracts and applications are subject to review and approval by SERA Board of Directors. All exhibit space will be allocated on a first come, first served basis.

A confirmation of space request will be sent upon receipt of a signed contract, approval, and full payment. SERA reserves the right to re-assign booth space if necessary at any time for any reason.

Payment in full is due within 30 days of the contract submission. No exhibitors shall assign, sublet, or share the whole, or any part, of the space contracted with any other company without prior written consent. All exhibit space requests are due by February 1st, 2024.

BOOTH SPECIFICATIONS

The standard booth size is 10' x 10' (approximately 3.05 m x 3.05 m).

EXHIBITOR NAME BADGES

Each exhibiting company is entitled to three (3) free Exhibitor badges. Exhibitor badges admit company representatives and permit entrance into the Exhibit Hall and any special events, keynote or breakout sessions.

INSTALLATION & DISMANTLING

Installation of exhibits may commence on the evening of Wednesday the 21st. All exhibits must be fully assembled and ready for display no later than 5pm on Thursday, Feb 22nd. Dismantling of exhibits may begin after 1:00 pm on Saturday, Feb 24th.

CANCELLATION

Exhibitors may reduce or cancel contracted space by submitting written notice to Harold Fleming darren@drugeducators.org. Such notice must be received and acknowledged by SERA no later than Feb 1st, 2024. Exhibitors canceling an entire exhibit space before Feb 1st will be charged an administrative fee of 25% of the total cost of display space. Cancellation of contracted exhibit space between February 1st and Feb 8th will receive a 50% refund. No refunds will be made if written notice of cancellation or reduction is received after Feb 9th, 2024. Sponsorship contributions are non-refundable.

CONFERENCE GUIDE AND OTHER MATERIAL

All advertising materials, company listing information, and contracts for exhibit space must be submitted and acknowledged by Feb 1st, 2024, for inclusion in the Conference Guide and other materials. There is no guarantee that an exhibitor's company information will be included in any printed material if the material is received after this date.

SECURITY

SERA will not be responsible for 24-hour security services at The Woodlands Hotel Williamsburg. While every precaution will be taken, SERA assumes no liability for lost or stolen items. The ultimate responsibility remains with the individual exhibitors to protect their property, and appropriate protection and insurance should be arranged.

LIABILITY

In consideration for the opportunity to display services and products at a SERA Conference, the Exhibitor, its officers, directors, agents, and insurers agree to indemnify and hold harmless SERA directors, contractors, employees, and agents and The Woodlands Hotel Williamsburg from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any incident, accident, fire, theft, or any claim or loss to any person claiming loss or injury, including any loss or damage to property of the Exhibitor, its employees, agent, or subcontractors, loss or injury to any manufacturer's demonstration participants, the employees, agents, guests, and general public. Said indemnification and agreement to hold harmless SERA and The Woodlands Hotel Williamsburg, as fore said, shall include reimbursement for any costs, expenses, and reasonable attorney's fees incurred by indemnities. Further, any claim of damage to the property of The Woodlands Hotel Williamsburg resulting in the immediate assessment of damages against SERA from any act of omission of the Exhibitor, its agents, employees, contractors, and subcontractors, shall be immediately paid or assumed by the Exhibitor. In addition, the Exhibitor acknowledges that SERA does not maintain any insurance to cover loss or damage to any property of the Exhibitor. Exhibitors are advised to obtain commercial insurance to cover all losses and claims.

RESTRICTIONS

SERA reserves the right to determine the eligibility of a company or their product/services for inclusion in the Exhibit Hall and reserves the right to restrict exhibits that, because of noise, method of operation, materials, or for any other reason, become objectionable to SERA. SERA also reserves the right to prohibit any exhibit that, in the opinion of SERA, may detract from the general character of the Exhibit Hall as a whole. In such event, any exhibitor terminated prior to expiration of the Conference for cause shall not be entitled to a refund or be entitled to damages for any direct or indirect expenses incurred by the Exhibitor. The exhibition of a company's products or services within the SERA Exhibit Hall does not represent an endorsement of those products/services by SERA. No signs will be affixed by any means to the walls, doors, or any other surface in the exhibit area.

2024 CONFERENCE SPONSOR & EXHIBITOR CONTRACT

SPONSORSHIPS

Includes two complimentary lunches and Friday night banquet.

- Platinum Sponsor - \$5000
- Gold Sponsor - \$3000
- Silver Sponsor - \$2000
- Bronze Sponsor - \$1000

ADDITIONAL SPONSORSHIPS

- Tote bag inserts only - \$200
- Tote Bags - \$2500
- Lanyards - \$1,500
- Monthly Newsletter - \$250

MEAL SPONSORSHIPS

- Breakfast Sponsorship - \$3000
- Luncheon Sponsorship - \$4000
- Meet & Greet - \$1000
- Dinner Sponsorship - \$5000

EXHIBIT BOOTH ONLY

- Exhibit Booth - \$450
(Includes 2 lunch tickets)
- Non-Profit Exhibit Booth - \$250
(Includes 1 lunch ticket)

ADDITIONAL MEAL TICKETS

- ___ Lunch Meal Ticket - \$45/each
- ___ Banquet Ticket - \$85/each

TOTAL AMOUNT: _____

COMPANY INFORMATION

COMPANY _____

CONTACT NAME _____

ADDRESS _____

EMAIL _____ PHONE _____

PAYMENT INFORMATION

NAME ON CARD _____

CREDIT CARD NUMBER _____

EXPIRATION DATE _____ CVV _____

SIGNATURE _____

MAIL CHEKS TO:

Southeast Region ADTSEA
31 Brookneal Circle
Angier, NC 27501