

Thank you for sponsoring the 2024 Southern California Association for Financial Professionals (#SoCalAFP) EXPO. Saying this event wouldn't be possible without great sponsors isn't just hyperbole, it's absolute truth! We hope the below information will answer your questions related to your sponsorship of the conference.

#SoCalAFP EXPO is working with Rhino Consulting to ensure you have the best sponsorship experience possible. We will be your point of contact for all conference logistics and can help you with any questions or special requests you have. Our goal is to ensure you receive every sponsorship benefit possible. If further assistance is needed, please contact the Rhino Consulting Team at events@consultrhino.com.

ALL YOU NEED TO KNOW ABOUT VENDOR BOOTHS

CONFERENCE "SWAG" OPPORTUNITIES

- Responding to attendee feedback and being environmentally conscious #SoCalAFP EXPO has eliminated the #SoCalAFP provided conference swag bags and other branded sponsorship opportunities, i.e., notepads, pens, water bottles, etc.
- #SoCalAFP EXPO will focus our efforts on increasing attendee traffic to the exhibit hall. We encourage sponsors to showcase traditional swag items and high-quality raffle favors at their booths.
- We are expecting between 150 – 200 attendees.
- We are happy to allow high-end swag items to be gifted as an attendee raffle. Participation in an attendee raffle is optional and at the discretion of the sponsor organization. The time of the raffle will be coordinated in advance. Raffle items should hold a minimum value of \$100 and must be delivered before Monday, November 18, 2024.

Southern California Association for Financial Professionals
C/O Meredith Oldorf
2717 N. Buena Vista Street
Burbank, CA 91504

- We will select a winner based on attendance and make the following announcement "ABC Company has generously raffled a STANLEY Tumbler with \$50 Starbucks gift card; the winner is Jane Doe. Please visit the registration desk to claim your prize."
- Please include a business card or any sales materials desired with your raffle items, you will receive the contact information of the winner so you can reach out independently.
- Alternatively, you can hold a "business card" raffle independently of #SoCalAFP EXPO. Sponsor will take care of all items pertaining to the raffle (i.e., raffle winner selection, attendee announcement, coordinating award pick up, etc.). If this option is utilized, there is no need to coordinate raffle specifics with #SoCalAFP or ship raffle items in advance.

VENDOR BOOTH INFORMATION

- One 6-foot-wide by 30-inch-deep banquet table with black floor length linen, 2 chairs, Wi-Fi access and a small waste basket will be provided. Booths will have a total of 8 feet width by 4 feet depth for sponsor materials. Please be sure all retractable banners, posters and items stay within these boundaries.
- If electricity is needed for your display, please email events@consultrhino.com prior to November 15, 2024.

- For any additional AV needs, please email events@consultrhino.com and you will be connected with the conference AV vendor to independently discuss your requirements and arrange payment.
- The exhibit area will be open to conference attendees on Tuesday, December 10 from 6:00 a.m. – 5:00 p.m.
- The exhibit area will be open for exhibitors to set up their booths on Tuesday, December 10 starting at 6:00 a.m. #SoCalAFP EXPO requests all exhibit booths be set up before 7:00 a.m.
- Booth breakdown must begin after 5:00 p.m. on Tuesday, December 10. **All items must be collected and removed by Tuesday, December 10th at 7:00 p.m. local time.**
- The #SoCalAFP EXPO **IS NOT** responsible for packaging or mailing any exhibit hall items.
- #SoCalAFP EXPO has scheduled half hour extended networking breaks as well as extended networking lunches to maximize sponsorship exposure. All breaks and exhibit hall times are listed on the #SoCalAFP EXPO website agenda.
- Booth location assignment process will begin after November 10, 2024. Assignment order will be determined by sponsorship level, repeat sponsorship, and date 2024 sponsorship confirmation was received. Due to the intimate nature of the #SoCalAFP EXPO, no booth numbers are assigned. Booth tables will be marked with the company's name.
- A venue map and exhibit hall diagram are located on our website.

VENDOR BOOTH SHIPPING INSTRUCTIONS

- **CRITICAL:** If you are shipping items for your booth to Hilton Long Beach, you **MUST** complete the "Exhibitor Shipping Form" and email it to events@consultrhino.com.
- Vendor booth items should be sent directly to Hilton Long Beach and should be addressed as follows. Please use the "**Exhibitor Shipping Label**" on our conference website resources tab.

To: Hilton Long Beach
701 West Ocean Blvd., Long Beach,
CA 90831-3102

Attention:

Date:

Exhibitor/Company Name:

Phone number:

REFERENCE:

BOX: [] OF []

- Please note: Please fill in your company name and contact number and attach this label on all your packages for your tabletop shipment. Please make sure the shipment arrives **no earlier than 1 week prior and no later than 3 days before the event's set up date.**

SHIPPING AND RECEIVING CHARGES

The Hilton Long Beach can receive UPS, Fed Ex / Freight and USPS packages. Regarding outgoing packages, Hilton Long Beach can provide FedEx and UPS (express and ground) shipping. Handling Fees are listed on the Exhibitor Shipping Form of this document. Vendors are responsible for their own shipping charges.

MORE QUESTIONS

If you have questions, please contact events@consultrhino.com.

Thank you again for sponsoring the #SoCalAFP!