



SPONSOR/EXHIBITOR INFORMATION  
COLUMBIA METROPOLITAN CONVENTION CENTER • COLUMBIA, SC

Recognized as a leading state resource, the Palmetto Affordable Housing Forum provides the best platform for housing-related professionals to collaborate on ways to expand and improve housing choices in South Carolina.

The Forum offers an excellent opportunity to network and collaborate with a wide-range of industry professionals to share ideas and build relationships that will improve and create housing choices for all South Carolinians.

## CREATE VISIBILITY FOR YOUR COMPANY

The Palmetto Affordable Housing Forum would not be possible without the support of incredible sponsors like you! The Forum allows sponsors and exhibitors a great opportunity to promote their products and services directly to housing leaders from across South Carolina.

Sponsors and exhibitors will have ample opportunities to network with housing professionals, build new partnerships, and reinforce their value to the housing industry in South Carolina.

## FOR MORE INFORMATION

## Sponsor/Exhibitor Relations

Alisa Mosley, Executive Director  
Affordable Housing Coalition of South Carolina  
803.808.2980  
alisa@affordablehousingsc.org

## Conference Relations

Krystal Reid, Policy Analyst, Forum Manager  
SC Housing  
803.896.2959  
krystal.reid@schousing.com

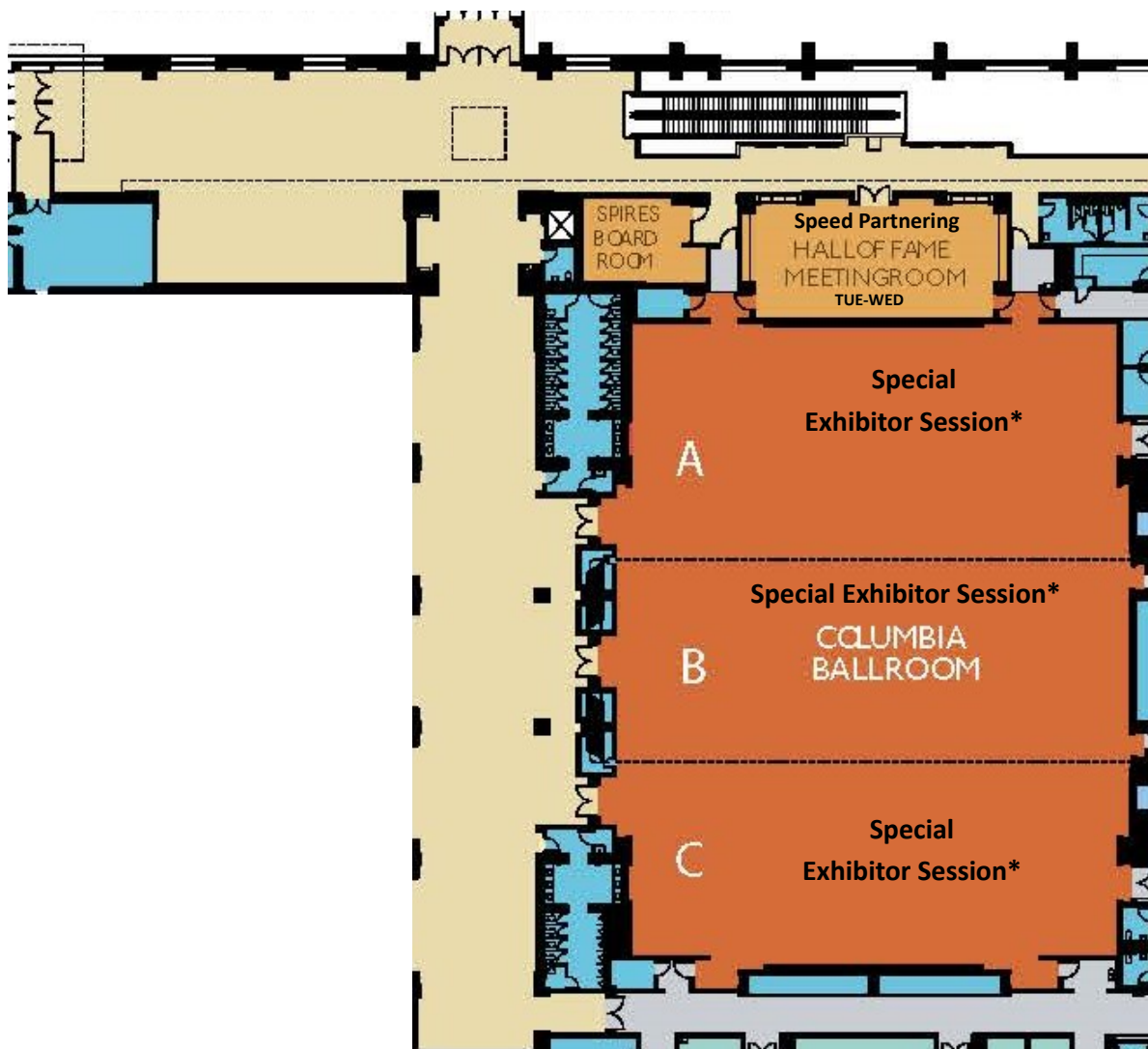
# CONVENTION FLOOR DIAGRAMS

## LOWER LEVEL



# CONVENTION FLOOR DIAGRAMS

## UPPER LEVEL



## GENERAL SPONSORSHIP LEVELS

LEVEL	PLATINUM \$5,000	GOLD \$4,000	SILVER \$3,000	BRONZE \$2,000
COMP REGISTRATIONS	5	3	2	2
EXHIBITOR BOOTH	Booth	Booth	Booth	Booth
ON-SITE PROGRAM	Logo & Website	Logo & Website	Logo Only	Name Only
SPEAKING OPPORTUNITY	*3 Minute Speaking Opportunity	-	-	-
RESERVED TABLES	2 Tables @ ALL Functions	2 Tables @ Awards Lunch	1 Table @ Awards Lunch	-
WEBSITE PRESENCE	Logo/Link on HOMEPAGE	Logo/Link on Sponsor Page	Logo/Link on Sponsor Page	Logo on Sponsor Page
FORUM APP PRESENCE	Logo on Splash Screen	Logo on Splash Screen	Logo on Splash Screen	
**AD IN PROGRAM	Full Page	½ Page	-	-
FORUM BAGS	1 Promo Item 1 Collateral	1 Collateral Piece	1 Collateral Piece	1 Collateral Piece
PROMO EMAIL TO ATTENDEES	Prior To & Following	Prior To	-	-
USE OF ATTENDEE LIST	Pre and Post	Pre and Post	Post	Post

**OFFERED ON FIRST COME, FIRST SERVE BASIS!!!**

\* Speaking opportunity will occur at a specified food function. Speaking opportunities will be awarded on a first come, first serve basis.

\*\* Print ready files must be sent to SC Housing no later than March 6, 2015.

All sponsors and exhibitors will receive on-site brand recognition at the Forum, as well as name badge ribbons for all attendees.

Sponsors will receive a \$25 discount on up to two (2) additional attendee registrations based on the current registration rate at the time the sponsorship is contracted.

### VALUE-ADDED SPONSORSHIPS

#### Value-Added PLATINUM Sponsorships

**OFFERED ON FIRST COME, FIRST SERVE BASIS!!!**

- ❖ **Forum Bags [Exclusive]** – includes Platinum Level benefits + logo/name on bag
- ❖ **Forum Giveaway [Exclusive]** – includes Platinum Level benefits + logo/name on giveaway



- ❖ **Registration [Exclusive]** – includes Platinum Level benefits + opportunity to include display in/near registration area

### Value-Added GOLD Sponsorships

**OFFERED ON FIRST COME, FIRST SERVE BASIS!!!**

- ❖ **Networking Reception [2 available]** – includes Gold Level benefits + added recognition at the event
- ❖ **SC Housing Awards Luncheon [Exclusive]** – includes Gold Level benefits + added recognition at the event and opportunity to introduce Mistress of Ceremonies, Judi Gatson

### Value-Added SILVER Sponsorships

**OFFERED ON FIRST COME, FIRST SERVE BASIS!!!**

- ❖ Nametag Pouches [Exclusive] – includes Silver Level benefits + logo on pouch
- ❖ Cyber Café [Exclusive] – includes Silver Level benefits + recognition signage in/near Café

### Value-Added BRONZE Sponsorships

**OFFERED ON FIRST COME, FIRST SERVE BASIS!!!**

- ❖ **Opening Session [2 available]** – includes Bronze Level benefits + recognition signage at the event
- ❖ **Tuesday Luncheon Registration [2 available]** – includes Bronze Level benefits + recognition signage at the event AND opportunity to provide promotional table centerpieces (centerpieces must be pre-approved by SC Housing)
- ❖ **Breaks [4 available; 1 exclusive sponsor per break]** – includes Bronze Level benefits + recognition signage at the event

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### In-Kind Sponsorships/Customized Sponsorships

If you would like to propose an In-Kind or Customized Sponsorship package that will increase your organization's presence and recognition at the Forum, please contact Alisa Mosely at 803.808.2980.

**Sponsor a Track/Roundtable/Training** **\$1,500**

## EXHIBITOR BOOTHS

**Enhanced Exhibitor Booth** **\$1,500**

- ❖ Presentation/demonstration for 1 hour and a half for either 10:30 a.m. -12:00 p.m. or 2:00 p.m. - 3:30 p.m. to up to 60 participants in your own classroom set-up theater style
- ❖ Includes "enhanced presenter package" of 2 skirted 6' tables, 1 lavalier, lcd package (lcd projector, 6' or 8' screen and lcd support package)
- ❖ Up to 20 limited complimentary registrations for your customers to attend your demonstration (only). Attendees may register to dine with us or for the Forum at an additional cost
- ❖ 2 complimentary full registrations to the Forum

**For-Profit Exhibitors** **\$600**

- ❖ Two (2) complimentary registrations (up to two (2) additional attendees at \$25 discount off applicable registration rate at time exhibition booth is contracted)



# SPONSOR & EXHIBITOR INFORMATION

## Deadlines

**Commitment for Items Requiring Logos** ..... February 13, 2015

**Final Commitment**..... February 27, 2015

**Organization's Literature (if applicable)**..... March 13, 2015

Please also reference deadlines associated with respective sponsorship opportunities.

## Cancellations

Once the sponsorship/exhibitor commitment form and payment has been received, no cancellations will be accepted. Fees are non-refundable.

## RULES, REGULATIONS AND DISCLAIMERS

### Booth Setup and Breakdown

- ❖ Exhibitors may setup between noon – 5:00 p.m. on Monday, April 20, 2015.
- ❖ All booths must be setup prior to the breakfast on Tuesday, April 21, 2015.
- ❖ All booths must be dismantled by 5:30 p.m. on Wednesday, April 22, 2015.
- ❖ Booth space will be assigned based on sponsorship level and contract date.
- ❖ Enhanced Exhibitor Booths with a 10:30 a.m. presentation time on Tuesday, April 21, 2015 must set-up between noon - 3 p.m. on Monday, April 21, 2015.
- ❖ Enhanced Exhibitor Booths with a 2:00 p.m. - 3:30 p.m. presentation time on Tuesday, April 21, 2015 must set-up between noon - 2 p.m. on Tuesday, April 21, 2015.
- ❖ All Enhanced Exhibitor Booths must be dismantled by 4:00 p.m. on Tuesday, April 21, 2015.
- ❖ EXHIBITS (with the exception of Enhanced Exhibitors) MUST REMAIN UP UNTIL THE CONCLUSION OF THE LUNCHEON ON THE SECOND DAY. A DETAILED LIST OF ATTENDEES WILL BE GIVEN OUT FOLLOWING THE LUNCHEON. THIS WILL BE THE ONLY OPPORTUNITY FOR SPONSORS AND EXHIBITORS TO OBTAIN THE DETAILED ATTENDEE LIST.

## Fees and Payments

- ❖ Exhibitor/sponsorship fees must be paid in-full prior to exhibitor setup on Monday, April 20, 2015.
- ❖ Exhibitors will be charged the full exhibitor fee for an additional table.

## Booth Size and Restrictions

- ❖ Advertising displays, pop-up displays and other pre-fabricated displays are allowed provided they do not exceed the width of the 6' table unless otherwise agreed upon. Any activity that results in the obstruction of aisles or passageways, or prevents ready access to nearby exhibitors' booth space is not allowed. If movies or videos are shown, exhibits must be arranged so that they are completely within the allotted booth space. The Palmetto Affordable Housing Forum reserves the right to reject a display that detracts from the overall appearance of the area or is not in keeping with the general theme of the conference.
- ❖ Distribution of outside food and beverage is strictly prohibited. Exhibitors wishing to distribute food and beverages at their booth may contact Ovations Catering at 803.545.0029.
- ❖ Retail sales at exhibitor booths are prohibited.
- ❖ The Palmetto Affordable Housing Forum reserves the right to turn down or terminate exhibit privileges due to conduct of personnel, method of operation or for causes which the conference believes are not compatible with the purpose of this event.



## Protection of Host Property

- ❖ Sponsors will not be allowed to attach anything to walls or columns without approval of the Columbia Metropolitan Convention Center. The use of scotch tape, decals or the like on walls, floors, partitions, doors, windows or furniture is strictly prohibited. The use of nails, tacks or other fasteners is prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage which they may cause.

## Electrical Requirements

- ❖ Electrical and/or technical services are not included in the exhibitor fees and are the responsibility of the exhibitor. Exhibitors must contract these services directly with the Columbia Metropolitan Convention Center at 803.545.0001. Please specify whether you require these services on the **Sponsor/Exhibitor Commitment and Requirements Form** for tracking purposes. Click here for **Electricity Order Form**.

## 2014 SPONSORS & EXHIBITORS

### LEVEL ONE

Smitty's Printing Co.  
United Housing Associates, Inc.  
Wells Fargo

### LEVEL THREE

BB&T  
CAHEC  
CohnReznick  
Turning Technologies

### LEVEL FOUR

Bank of America  
Blanco Tackabery  
CICCAR  
Enterprise Community Partners  
Humanities Foundation  
Made You Look Marketing  
National Equity Fund, Inc.  
SC Association of Community  
Development Corporations  
SunTrust Foundation

### EXHIBITORS

Colonial Life  
Connelly Builders Inc.  
Creative Builders Inc.  
Digitize Marketing  
Empire Construction  
FYFFE Construction Co.  
Harold K. Jordan & Co.  
Innovative Dehumidifier Systems  
KMW Builders  
Lancaster Pollard Mortgage  
Company  
National Development Council  
North Carolina Housing Coalition  
Novogradac & Company  
Pioneering Technology  
RBC Capital Markets  
Rinnai  
Socialserve.com  
South Carolina Community Loan  
South Carolina Human Affairs  
Commission  
South Carolina Legal Services  
Southern Energy Management  
VISTA Capital Management Group





# SPONSORSHIP/EXHIBITOR COMMITMENT AND REQUIREMENTS FORM

Organization Name

(as you wish it to appear on signage and in on-site collateral)

Contact Name

Title

Mailing Address

City, State, Zip Code

Telephone

Email

Website

## SPONSOR/EXHIBITOR OPPORTUNITIES

☐ **Platinum \$5,000** (5 comp. registrations)

Attendees: \_\_\_\_\_

Exhibit Table: ☐ Yes ☐ No

☐ **Gold \$4,000** (3 comp. registrations)

Attendees: \_\_\_\_\_

Exhibit Table: ☐ Yes ☐ No

☐ **Silver \$3,000** (2 comp. registrations)

Attendees: \_\_\_\_\_

Exhibit Table: ☐ Yes ☐ No

☐ **Bronze \$2,000** (2 comp. registrations)

Attendees: \_\_\_\_\_

Exhibit Table: ☐ Yes ☐ No

**ENHANCED EXHIBITOR \$1,500**

2 attendees

Indicate desired time slot: ☐ 10:30 a.m. ☐ 2:00 p.m.

☐ For Profit Exhibitor **\$600**

2 attendees

☐ Non Profit Exhibitor **\$300**

1 attendee

## SPONSORSHIP FEES AND PAYMENT

Amount of Sponsorship: \$ \_\_\_\_\_

Additional Attendees: \$ \_\_\_\_\_

Exhibitor Only Fee: \$ \_\_\_\_\_

**Total: \$** \_\_\_\_\_

☐ Check Included

☐ Credit Card – Please call 803.808.2980 with credit card information or go to **www.affordablehousingsc.org** and follow the links to pay online.

☐ Please Invoice Me ☐ Please Send W-9

**Mail form and payment to:**

**Affordable Housing Coalition of SC**  
**PO Box 1623 • Columbia, SC 29202**

**Or email form to: [alisa@affordablehousingsc.org](mailto:alisa@affordablehousingsc.org)**

*I have read and agree to the benefits associated with my respective sponsorship, as well as the "Sponsor and Exhibitor Information" and "Rules, Regulations and Disclaimers."*

**Sponsor/Exhibitor Signature and Date:**

**QUESTIONS? CALL  
ALISA MOSLEY AT 803.808.2980**

