



FALL 2015 EXHIBITOR PROSPECTUS • SEPTEMBER 8-11 • LAS VEGAS

The Self Storage Association has led the self storage industry in producing the premier educational conferences and trade shows for **over 40 years**. Come to Las Vegas in September for SSA's Fall Conference & Trade Show, and participate in the industry's longest running and most valuable educational program and trade show!

ATTENDEE PROFILE

Over 90% of our attendees are owners, investors, operators, and managers of self storage facilities; they represent all levels of involvement, from industry veterans to newcomers. See the industry's most qualified buyers at SSA events!

ABOUT SSA

The Self Storage Association is the only ***national not-for-profit trade association*** whose purpose is serving the needs and interests of owners, operators, and suppliers of the self storage industry. SSA is committed to broadening opportunities for its members by sharing industry experiences, solutions, statistics, and research. **Remember...all SSA revenues are reinvested into the self storage industry.**

LOCATION · LOCATION · LOCATION

The event will be held in the meetings and events tower of Caesars Palace (3570 Las Vegas Blvd., South). You'll want to be in the middle of the action with your customers, so call NOW (1-866-227-5944) to make your reservations. Be sure to identify yourself with the Self Storage Association to obtain our discounted room rates (*from \$155 plus tax/fees Sunday, September 6 through Thursday, September 10. Friday and Saturday rates start at \$191 plus tax/fees prior to cutoff date of August 12, 2015*). Don't wait until the last minute; our block of rooms typically sells out quickly!

BOOTH PRICES

All booths are 10'x10' in size; there are *tentatively* 7 islands, 20'x20' (there are no provisions for end caps).

BOOTH FEES	SSA Vendor Members*	Non-Members
1st 10x10 Booth	\$2,845	\$3,895
2 nd 10x10 Booth	\$1,975	N/A
3 rd 10x10 Booth	\$2,845	N/A
4 th 10x10 Booth	\$1,975	N/A
5 th 10x10 Booth	\$2,845	N/A
Island (20x20)	\$10,140	N/A

* Annual dues must be \$825 or more to be considered a Vendor Member.

Exhibit fees include:

- Company ID sign
- Backwall (8' high) and side rail (3' high) fabric drapes
- Security service
- General cleaning of aisles and exhibit floor (excluding individual booths)
- Access to pre-registration list for show promotion (for members only, with signed legal waiver)
- Free Conference and Trade Show registrations for three (3) individuals per booth. Additional personnel may register for \$155 each.
- Complimentary trade show passes for CLIENTS ONLY, available for distribution prior to the show.

SPACE ASSIGNMENT PROCEDURE

Booth assignments will NOT be made without full payment! No reservations will be taken via telephone.

On **April 30**, we will rank all applications with a point system as follows:

1. SSA Partners, Patrons, and Event Sponsors will be given highest priority, in that order.
2. The total number of booths your company has reserved over the previous four national SSA shows (1 pt. each).
3. SSA vendor membership (5 points).
4. Total amount of event sponsorship and advertising dollars (includes SSA GLOBE, Membership Directory, web site, etc.) spent with SSA during the previous 6 months, and under contract for the next 6 months (1 pt. for every \$500).
5. The number of spaces reserved for this show (1 pt. each).
6. **NEW!** Market the Conference to your customers. (1 pt.) Are you willing to market the Spring or Fall conferences to your customers (post card, email, etc.). It would be an easy point to acquire and would also help boost trade show attendance (Call Jennifer Pettigrew 513-843-6943 or Mike Blackett 703-575-8000 for details).

In case of a tie in ranking order, the number of spaces reserved for this show, then the postmark or fax receipt of application and payment, will be used. If contract and full payment are postmarked or faxed **after April 30**, assignments will be made on a first-come, first-served basis (based on availability), *after* all of the initial applications are placed. Exhibitors who are not vendor members of the Self Storage Association will be assigned space, based on availability, after July 01, 2015.

The Self Storage Association reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

EXHIBIT HALL FACTS

Booth Size: 10 x 10

Carpet: Yes (tan & burgundy)

Ceiling Height: 23'

Freight Elevator: None - ground floor load-in.

NOTE: If displays are over-sized, or erected before shipping and cannot be dismantled for loading, it is the responsibility of the exhibitor to verify capacities of the loading area prior to the show. Contact the show decorator or the hotel.

Exhibitors are responsible for complete removal of booth construction materials and hardware. Self-unloading is not permitted in the loading dock area. Exhibitors wishing to unload themselves will have to enter through the main entrance to Caesars and hand-carry materials. Exhibitors are responsible for material handling charges associated with inbound and outbound shipments.

EXHIBIT PERSONNEL REGISTRATION

Exhibiting companies may register 3 (three) reps per booth, which includes all conference sessions and food functions. Booth reps must be employees of the exhibiting company, and will be registered as such. Additional personnel may be registered for \$155 each. Exhibitor registration forms will be sent with your confirmation. **Exhibitors may not use Free Trade Show Passes to register company personnel or vendors from other companies.**

Registered exhibitors are encouraged to attend conference sessions, as well as food and beverage functions (Wednesday through Friday), at no additional charge!

OFFICIAL DECORATOR

Freeman Company is the official exhibit decorator. Exhibitor Service Kits will be e-mailed to exhibitors with confirmation letters. All decorating and exhibit furniture will be handled by the official decorator. The exhibitor service kit outlines prices and instructions for shipping, securing labor, electrical, telephone, furniture, and other special needs. Exhibitors are responsible for all charges related to freight, drayage, decorating, and labor. Exhibitors agree to abide by the rules and regulations concerning local unions having agreements with the facility or with authorized service contractors employed by SSA.

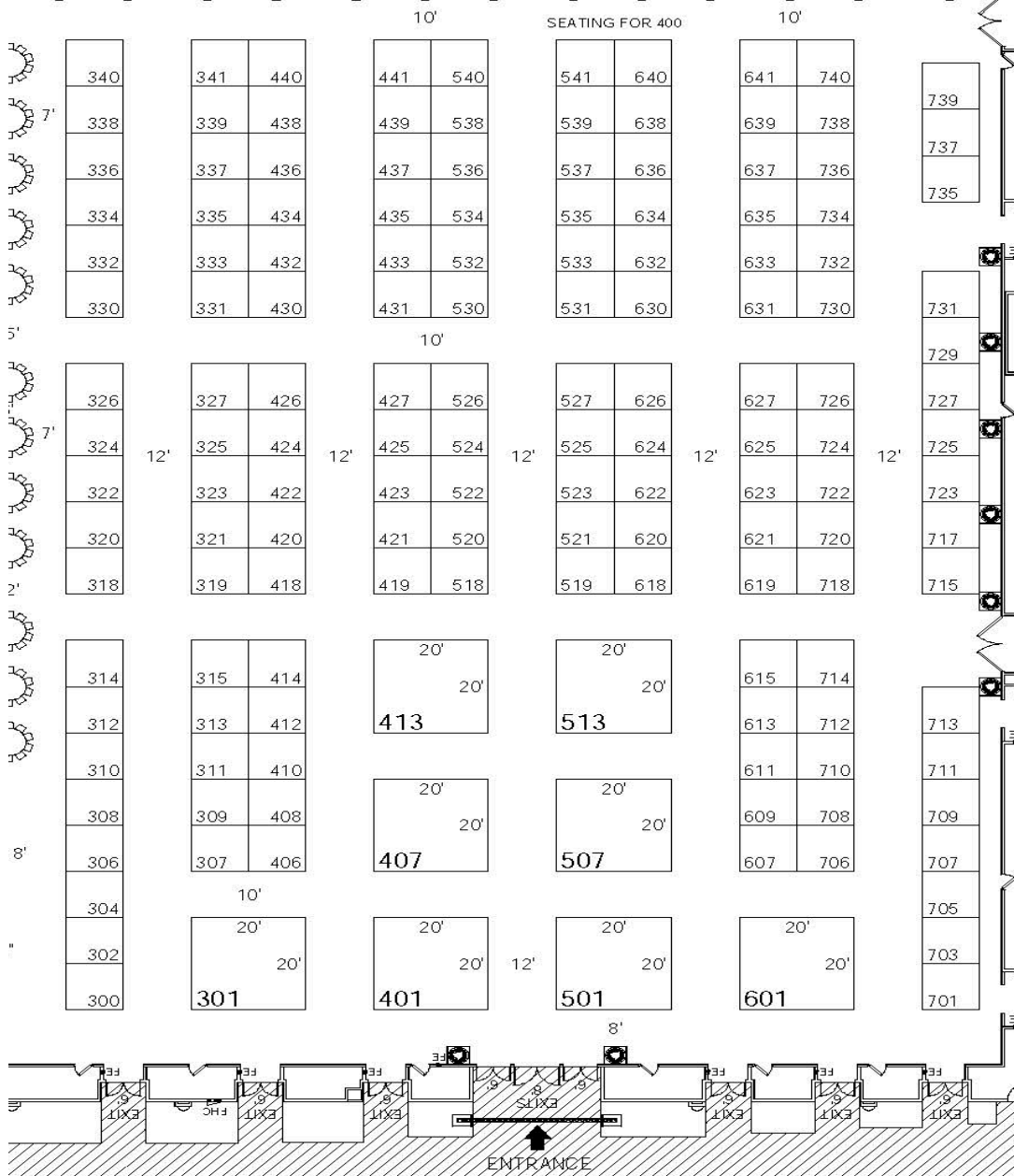
RULES & REGULATIONS

It is the Exhibitor's responsibility to comply with all rules, regulations, and guidelines as outlined. Non-compliance will result in forfeiture of space and fees, or re-construction of the booth at the exhibitor's expense.

FLOOR PLAN

All dimensions and locations are believed to be accurate. ***Floorplan is tentative...*** SSA reserves the right to make modifications as necessary to meet the needs of the exhibitors and the trade show.

SSA 2015 FALL CONFERENCE - CAESARS PALACE - SEPTEMBER 8-11, 2015



To maximize space, there are no provisions for peninsulas or end caps. Your display may not block the general visibility of neighboring booths. In planning your layout, refer to Rule #12, Construction of Exhibits, on the contract. Call SSA if you have questions about your booth design.

TO APPLY FOR SPACE

1. Study the floorplan.
2. Identify 3 (**three**) **CHOICES** for the preferred location of your booth(s).
3. Complete and return the exhibit space application **with full payment or credit card information** to:

Jennifer Pettigrew, SELF STORAGE ASSOCIATION
4189 Edinburgh Drive, Cincinnati, OH 45245 - Fax: 513-843-6944 (FOR CREDIT CARD PAYMENTS ONLY)

SET-UP/DISMANTLE

So that you may plan your arrival and departure into Las Vegas, here is our current schedule as it pertains to our Trade Show (*subject to changes*):

Tuesday, September 8

8a to 5p - Exhibitor Set Up

Wednesday, September 9

8a to 11:30a - Exhibitor Set Up

11:30a to 3:00p - Show Open
(Complimentary Lunch in Hall)

3:15p to 4:30p - Roundtables

Thursday, September 10

8:30a to 9:45a - Roundtables

11:30a to 2:30p - Show Open
(Complimentary Lunch in Hall)

2:40p to 7p - Tear Down

**No displays may be dismantled or any packing started before 2:30 pm on Thursday.
All exhibits must be removed by 7pm.**

ROUNDTABLES

Due to the size of our function space, there are limited openings for Wednesday Educational Roundtable Discussion Leaders. To be considered for the educational roundtables, you must submit an outline of your discussion topic to SSA, c/o of Ginny Stengel (gstengel@selfstorage.org). **Submissions must be received prior to July 6, 2015 to be considered.**

NEW THIS YEAR! The second set of roundtables on Thursday morning will be unrestricted. Exhibitors have the option to purchase a table for \$300 and can use it as a way to speak directly with interested clients. These will be offered on a first come-first served basis as we are limited in space. Please note on your booth application if you are interested.

DEADLINES

04/30/15 – Booth Applications. Priority ranking is determined, based on criteria outlined in the “Space Assignment Policy” section, and in Section 3 of the contract.

07/06/15 – Roundtable Submissions.

EXHIBITORS

Our exhibitors represent many sectors of the industry, including:

Acquisitions	Demographic Data	Lifts/Material Handling
Advertising and Marketing	Design and Construction	Locks/Door Hardware
Appraisal and Valuation	Development and Site Selection	Manager Employment Services
Architectural Services	Doors and Partitions	Manager Training
Balloons, Banners, Flags, Signs	Energy Conservation and	Mobile and Portable Storage
Boat and RV Storage	Environmental Equipment	Moving/Shipping Supplies
Brokerage	Equipment Rental	Records Storage
Building Components	Facility Maintenance & Repair	Roofs, Roofing, Coatings
Computer Software	Fencing	Tenant Screening
Accounting, Security, Facility	Financing and Mortgages	Training Materials and Manuals
Management, Miscellaneous	Gates and Access Systems	Truck Rentals
Business	Insurance	Videos, CCTV
Consulting and Management	Internet and Web Sites	<i>...and more!</i>
Credit Card Processing	Kiosks	

Your competitors will be in Vegas...networking with YOUR clients! You should be there, too!