

# EXPLANATION OF SPECIAL EVENT AND FOOD/BEVERAGE BENEFITS

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**Only complete Document B. e-mail/FAX then follow up with hard copy. Within 24 hours of your registration commitment –**  
 I will fax an **Exhibit Floor Plan** to you. I'll follow up with a phone call to discuss the optimum space to suit your needs.  
 Space is assigned on first come basis. With the Exhibit Floor Plan I will also send The Electrical / phone installation form that is to be faxed back direct to The Classic Center.

By **Friday, November 7th**. GTA will need a copy of your .pdf logo and 40 word maximum description for the on site printed material.

**Ship your booth material direct to Athens Classic Center to arrive no earlier than Monday, December 1<sup>st</sup>.**  
 Exhibit Space Set up between 8:00 am and 4:00 pm on Wednesday, December 3rd  
 Dismantle after 3:00 pm break on Thursday, December 4<sup>th</sup>.

**Special Event and Food Sponsorship** – for a **maximum** of 150 paid attendees does NOT including suppliers.  
 Over and above the 150 count, GTA will meet any expense of invited guests, registered vendors, etc.  
 Please also consider splitting the cost with a partner. GTA will find you a compatible partner!

**I. On Site Registration Packets:** To be provided to every attendee upon on site registration.

<u>Item #</u>	Sponsorship Solicited for: Description	
D	EVERYONE IS ENCOURAGED TO SHIP Promotional Goodies – To be Shipped DIRECTLY to The Classic Center to arrive no earlier than Monday, December 1 <sup>st</sup>	Minimum of 150 promo/company imprinted items for inclusion in attendee registration packets. Single, larger items, will be used for casino and door prizes
W	Imprinted Item: (GTA/Event Information plus ... ) Your Company Name & Logo Imprinted on Registration bag or envelope	Priced to depend on item selected Minimum of 150 – about <b>\$800</b>
X	Printing and Photocopying sponsored by .....Your Company Name & Logo ... on inside cover of the on site conference book	\$6 pp x 120 = <b>\$700</b>

Enter the appropriate alpha letter on your sign up form.

## II. Events and Food & Beverage

Item #	Event Details	Solicited Sponsorship Desired	Recognition Benefits
G	<b>Golf: Wednesday Morning</b> 15 – 20 typically play Golf Game – Your Invitation - It's your event	You tell us what you want to do And GTA will coordinate it for you	Recognition Benefits numbered: 1, 3, 4(a), 5, 7, 8
G	Golf supplies	In kind donation are solicited - Imprinted golf towels, golf balls, score cards, Snacks, visors, etc. Prizes	Recognition Benefits numbered: 1, 3, 4(a), 7, 8
H	<b>Wednesday, December 3<sup>rd</sup> 5:00–7:00 pm</b> Opening Reception in trade show hall <b>FOOD ONLY</b>	Food @ \$23 per person X 150 paid attendees = \$3,500	Recognition Benefits numbered: 1, 2, 3, 4(a) & (b), 5, 6, 7, 8, <b>plus 6 ft. Exhibit Table(\$900 value)</b>
J	<b>Wednesday, December 3<sup>rd</sup> 5:00-7:00 pm</b> - Opening Reception <b>BAR ONLY</b>	Two sponsored drink tickets @ \$10 X 150 = \$1,500 (followed at 7pm by cash bar)	Recognition Benefits numbered: 1, 2, 3, 4(a) & (b), 5, 6, 7, 8,
K	<b>Wednesday, December 3<sup>rd</sup> 7:00 – 10 pm</b> <b>CASINO EVENING</b> – cash bar Game tables, Poker, Bingo, & more	Tables, Staffing & Security Coverage = \$3,500	Recognition Benefits numbered: 1, 2, 3, 4(a) & (b), 5, 6, 7, 8, <b>Plus 6 ft. Exhibit Table (\$900 value)</b>
L	<b>Thursday, December 4<sup>th</sup> 6:30 – 9:30 pm</b> <b>Social Evening: Music, Food and Bar</b>	\$23 per person = \$3,500	Recognition Benefits numbered: 1, 2, 3, 4(a) & (b), 5, 6, 7, 8, <b>plus 6 ft. Exhibit Table(\$900 value)</b>
M	<b>Thursday, December 3<sup>rd</sup></b> <b>Full Breakfast</b> – with educational program	\$10 per person x 150 attendees = \$1,500	Recognition Benefits numbered: 1, 2, 3, 4(a) & (b), 5, 6, 7, 8,
N	<b>Thursday and Friday 10:00 am &amp; 3:00 pm</b> <b>Refreshment Breaks (coffee, soda, water)</b>	150 people x \$5 each = \$750	Recognition Benefits numbered: 1, 3, 4(a), 5, 6, 7, 8,

P	Spice up any Refreshment Break with baked goods, candy or ice cream	\$300 - \$1,000 your selection from the catering menu	Recognition Benefits numbered: 1, 3, 4(a), 5, 6, 7, 8,
Q	<b>Thursday, December 4<sup>th</sup></b> Buffet Luncheon with program ** System Update	\$15 per person x 150 attendees = \$2,250	Recognition Benefits numbered: 1, 2, 3, 4(a) & (b), 5, 6, 7, 8, <b>Plus 6 ft. Exhibit Table (\$900 value)</b>
R	<b>Friday, December 5<sup>th</sup></b> Full breakfast with roundtable	\$10 per person x 150 attendees = \$1,500	Recognition Benefits numbered: 1, 3, 4(a), 5, 6, 7, 8,
S	<b>Friday, December 5<sup>th</sup></b> , 11:30 am/ Lunch time is an opportunity for any company to invite small groups for product demonstrations	\$20 per person attending to cover lunch	Please arrange through GTA
T	Shine Category / Audio Visual: (Six sponsorship opportunities)	\$300 per session	Recognition Benefits numbered: 1, 3, 4(a) 5, 6, 7, 8,

*FAX or e-mail your sign up form – Document B - ASAP. Payment may follow later. Confirmation of Your Selection will be handled in the date / time priority order that the sign up form is received – a GTA Staff person will phone you to discuss your selection and answer questions. Make checks payable to GTA.*