



May 2011

Dear Colleague:

The South Carolina Upstate Paralegal Association ("SCUPA") invites you to showcase your services at our

**16th Annual Educational Seminar for Legal Professionals on
Friday, October 7, 2011,
at the Embassy Suites located at 670 Verdae Boulevard
in Greenville, South Carolina.**

In pursuit of our mission to provide quality continuing legal education opportunities to the legal community, SCUPA offers a full-day seminar targeted for attendance by paralegals, attorneys, paralegal educators, and other legal professionals. This event draws 150 attendees, on average. The diversity of the legal professionals who attend makes this event a spectacular forum for you to promote your legal-related business or service.

Additional aspects of SCUPA's mission include providing a communication network and promoting the legal profession. The vendors, individuals, and businesses that support us in our every-day endeavors are critical to both. To support and facilitate your company in its marketing, we have enclosed several promotional packages. ***If you do not find a package that meets your needs, please feel free to call for a customized package.***

I look forward to working with you to our mutual benefit.

With appreciation for your kind consideration and best regards, I am

Yours very truly,

Becky Maxson, ACP
Chair – SCUPA 2011 Seminar Committee
(803) 524-8900 (cell)
beckymaxson24@aol.com

Our exhibitors, sponsors and advertisers are an integral part of this event. You make it possible for us to provide this seminar for our attendees. We are committed to helping you highlight your business and services.

OPTION 1 – EXHIBITOR

As an exhibitor, you are provided with a table that can be utilized as a creative and decorative showcase to display your products and services with the additional benefit of your being available to make personal contact with our attendees. Exhibitors receive the following:

- Attendance for two designated representatives (including breakfast, lunch, and the President's Reception);
- Recognition during the seminar;
- Inclusion in a hard copy vendor directory provided to attendees for quick reference;
- Inclusion of a camera-ready ad on the program CD provided to all attendees;
- Inclusion of your ad in a PowerPoint presentation that scrolls with photographs from SCUPA events in the general session forum;
- A hyperlink to your company website located in the vendor section of the SCUPA website for a year;
- Following the event, we will provide you with a list of attendees.

Due to space limitations, exhibitor registrations are accepted on a "first-come, first-served" basis by postmark, email or fax date.

OPTION 2 – SPONSOR

Schedule and travel constraints sometimes make it difficult to attend events that you would otherwise plan to attend. We can provide you with publicity and exposure in your absence. Sponsorship may involve either sponsoring (or co-sponsoring) a specific event or general sponsorship that is not designated. Sponsors receive the following:

- Display of your promotional literature in the general sessions room;
- Recognition during the seminar;
- Inclusion in a hard copy vendor directory provided to attendees for quick reference;
- Inclusion of a camera-ready ad on the program CD provided to all attendees;
- Inclusion of your ad in a PowerPoint presentation that scrolls with photographs from SCUPA events in the general session forum;
- A hyperlink to your company website located in the vendor section of the SCUPA website for a year.

OPTION 3- ADVERTISER

Placing an advertisement in the seminar program is an excellent opportunity for the Upstate's legal community to learn of your products, services, and talent. Advertisers receive the following:

- Inclusion in a hard copy vendor directory provided to attendees for quick reference;
- Inclusion of a camera-ready ad on the program CD provided to all attendees;
- Inclusion of your ad in a PowerPoint presentation that scrolls with photographs from SCUPA events in the general session forum.



SUBMIT REGISTRATION AND PAYMENT:**

****Payment is required in advance of the date of the seminar.**

1. Visit www.scupa.org to send payment via www.PayPal.com, and forward registration by mail or email to Becky Maxson at the address below,
OR
2. Send check payable to **SCUPA** with your registration to:

SCUPA
c/o Becky Maxson, ACP
858 Estuary Court
Rock Hill, SC 29732
(803) 524-8900 (cell)
beckymaxson24@aol.com

REGISTRATION

**Please complete and email or mail this page
with page(s) 4 and/or 5 (as needed)**

Company Name:
Address:
City, State, Zip:

Name of Contact (Pre-Event):
Phone: _____ Fax: _____
Email:

Name(s) of Representative(s) (Attending Event):

Return this form to **SCUPA**

COMPANY NAME & CONTACT: _____

All registration categories will be accepted on a "first-come, first-served" basis by postmark, email or fax date.

OPTION 1 – EXHIBITOR

<input type="checkbox"/>	Exhibitor FREE AD – Camera-Ready Ad: <input type="checkbox"/> Yes (Enclosed) <input type="checkbox"/> No	\$250.00** (**see Exhibit)
<input type="checkbox"/>	Exhibitors who register by Friday, July 29, 2011, may deduct \$50.00!	\$200.00 for earlybirds

RSVP:

We invite your 2 representatives to attend the Luncheon and President’s Reception. Both are excellent opportunities to socialize and network with attendees and speakers. **Additional charges apply if you would like more than your 2 designated representatives to attend.**

Luncheon: Yes (# of People: _____) (Add \$30.00/ea above 2) No

Reception: Yes (# of People: _____) (Add \$30.00/ea above 2) No

EXHIBIT:

Please describe your proposed exhibit table, including any special requirements. This will help us communicate your needs with the venue so that we may advise you of any limitations on your requests.

All exhibitor tables will have access to electricity.

Using the exhibitor table provided by the venue only. Dimension: 6 x 30 (skirted)

Also bringing a pop-up display:

Table – top

Free-standing placed behind the table** Dimensions: _____

**We ask that you display within the space provided at the venue.
Any pop-up display in dimensions wider than the table provided must be PRE-APPROVED and will be subject to an additional fee.

DOOR PRIZE(S) – LIMIT OF 2:

Up to two door prize drawing(s) for attendees who visit your table may be given away. Your representative awards the door prize(s) at assigned times, and puts the spotlight on your company! (See page 6 for information about door prize selections.)

Winners must be present to win.

Yes (Estimated – Circle number 1 2) No

TOTAL ENCLOSED: \$ _____

(Payment: by check, or by PayPal)

Return this form to **SCUPA**



SCUPA
c/o Becky Maxson, ACP
858 Estuary Court
Rock Hill, SC 29732

SCUPA'S 16TH ANNUAL EDUCATIONAL SEMINAR FOR LEGAL PROFESSIONALS

INFORMATION FOR DOOR PRIZE SELECTIONS:

Door prize selections should be tasteful and appropriate to the occasion. They can also be fun! Traditional door prizes have included items such as cash, gift baskets, gift cards, gift certificates. Non-traditional and creative door prizes have included items such as merchandise (i.e., flight bags, tech gadgets), event tickets, gift certificates for paralegal courses. Please call for more information or suggestions.

INFORMATION FOR EXHIBITORS ABOUT THE EMBASSY SUITES, 670 VERDAE BLVD., GREENVILLE, SC:

Schedule for Exhibitors:

Set-up: 6:30 a.m.
*Depending on the schedule at Embassy Suites, it may be possible for exhibitors to either assemble or store exhibit items at the hotel the night before the seminar.
Open: 8:00 a.m. – 4:30 p.m.
Tear-down: 3:00 p.m. – 5:00 p.m.

EARLY BIRD DISCOUNT DEADLINE FRIDAY, JULY 29, 2011: See enclosed registration pages 4 and 5 for more information!

CANCELLATION DEADLINE FRIDAY, SEPTEMBER 2, 2011:

In the event you must cancel as an exhibitor, please advise us in writing. Please understand that we will be unable to refund exhibitor fees after the deadline date.

EXHIBIT SPACE:

All activities must be limited to within the confines of the table space contracted.

SPECIAL CONSIDERATIONS AT THE EMBASSY SUITES:

- Balloons require both prior approval and special arrangements with the hotel.
- Confetti is prohibited.
- Food and bottled water provided for attendees are generally prohibited. However, this does not include items such as individually wrapped miniature candies. Pre-packaged and hand-packaged gifts for attendees are permitted.