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July 9, 2021

The South Carolina Upstate Paralegal Association (“SCUPA”) invites you to showcase your services at:

#### SCUPA’s 25th Annual Educational Seminar for Legal Professionals Friday, October 15, 2021

#### 8:00 am – 5:00 pm

**KROC Center Greenville**

**The Waggoner Conference Center and Younts Courtyard**

**424 Westfield Street, 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. The diversity of the legal professionals who attend makes this event an ideal 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 everyday endeavors are critical to both. To support and facilitate your company in its marketing, we have enclosed several promotional packages. Please feel free to review our various price options. ***If you do not find a package that meets your needs, please feel free to call or email SCUPA for a customized package. (seminar@scupa.org)***

We look forward to working with you!

Sincerely,

Wendy MacDonald

Wendy MacDonald

Seminar Committee Chairman

SC Upstate Paralegal Association

PO Box 10491

Greenville SC 29603

Phone: (864) 240-4544

seminar@scupa.org

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Overview of Marketing Opportunities

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. The below descriptions provide various price-point levels to choose the exhibitor space that suits your company.

Upon arrival to the seminar, all registered attendees will be given a game card with all Gold and Silver level booth vendor names on it. Attendees must visit your booth to play the game. Once the attendees have completed their cards, the cards are turned in for a chance to win door prizes provided by vendors. Door prize drawings will be held during the luncheon break, allowing plenty of time for attendees to meet with vendors. Gold and silver level company representatives will also have an opportunity to give away their door prize and present a brief “elevator speech” and pull the winning card. Details of each package are below:

####  GOLD LEVEL EXHIBITOR - $300.00

As a premier level exhibitor, you are provided with an **8’ table** that can be utilized as a creative and decorative showcase to display your products and services with the additional benefit of making personal contact with our attendees. Premier gold level exhibitors receive the following:

* Attendance for two designated representatives (including breakfast and lunch)
* Your company’s name on a “game card” provided to all attendees
* Your logo on the SCUPA website year-round
* Your ad in a PowerPoint presentation that scrolls with photographs from SCUPA events in the general session forum;
* Recognition and Introduction of your company during the door prize drawings
* The opportunity to give a brief “elevator speech” about your company in front of the attendees before drawing the name of the winner of your prize.
* Inclusion of a camera-ready ad on the thumbdrive of materials provided to all attendees;
* Inclusion of your company logo on our seminar welcome board and in the Vendor Directory;
* 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.

#### SILVER LEVEL EXHIBITOR - $250.00

As a silver level exhibitor, you are provided with a **4’ table** that can be utilized as a creative and decorative showcase to display your products and services with the additional benefit of making personal contact with our attendees. Silver level exhibitors receive the following:

* Attendance for two designated representatives (including breakfast, and lunch);
* Your company’s name on “game card” provided to all attendees
* Your ad included in the PowerPoint presentation that scrolls with photographs from SCUPA events in the general session forum;
* Recognition and Introduction of your company during the door prize drawings.
* The opportunity to give a brief “elevator speech” about your company in front of the attendees before drawing the name of the winner of your prize.
* Inclusion of a camera-ready ad on the thumbdrive of materials provided to all attendees;
* Inclusion of your company logo on our seminar welcome board and in the Vendor Directory;

\*\*Due to space limitations, exhibitor registrations are accepted on a “first-come, first-served” basis.

#### BRONZE LEVEL EXHIBITOR - $200

This opportunity is for companies who wish to exhibit their services, but do not wish to send a representative.

Bronze level exhibitors receive the following:

* Display of your promotional literature in the general sessions room on a **4’ table**;
* Inclusion of a camera-ready ad on the thumbdrive of materials provided to all attendees;
* Inclusion of your company logo on our seminar welcome board and in the Vendor Directory;
* Inclusion of your ad in a PowerPoint presentation that scrolls with photographs from SCUPA events in the general session forum
* If you choose to provide a door prize, a SCUPA member will announce your company.

#### ADVERTISEMENT SPONSER - $150

Placing an advertisement in the seminar program or donating promotional items to the event is an excellent opportunity for the legal community to learn of your products and services.

Advertisers receive the following:

* Inclusion of a camera-ready ad on the thumbdrive of materials provided to all attendees;
* Inclusion of your ad in a PowerPoint presentation that scrolls with photographs from SCUPA events in the general session forum. Feel free to contact us for more details.

#### DONATION ONLY

If your business has already maxed its budget for marketing and seminars, but would like to participate in our seminar, you have the option of contributing a gift for our raffle **or** provide promotional item(s) with your company’s name on them to be included in the registration bags that all attendees will receive. There is no fee for this option. If you choose to contribute a gift basket/certificate your company will be introduced by a SCUPA member at the time of the raffle.

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#### GOLD-SILVER-BRONZE LEVEL - EXHIBITOR REGISTRATION FORM

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Exhibitor Registration fee for Gold and Silver levels include seating for **two** representatives at your company’s booth, breakfast and lunch. Additional representatives may purchase breakfast and lunch at a fee of $40.00 per person.

Representative Name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Door Prizes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* **Gold/Silver level: Your representative will have an opportunity to briefly tell the attendees about your company and then draw the name of the winner of your door prize.**
* **Bronze level: A SCUPA member will introduce and announce your company and then draw the name of the winner of your door prize.**

Submit Registration and Payment: Mail registration and check to **SCUPA, PO Box 10491, Greenville SC 29603**. If you prefer to pay electronically, email your completed registration form to seminar@scupa.org and request an invoice ($5 fee applies).

Registration Options:

\_\_\_ Gold Level Exhibitor $300.00

\_\_\_ Silver Level Exhibitor $250.00

\_\_\_ Bronze Level Exhibitor $200.00

Payment Type:

[ ] Check # \_\_\_\_\_\_\_\_\_

[ ] Electronic invoice ($5 fee applies)

No later than thirty (30) days before the seminar (**September 15, 2021**), please email a color copy of your logo to seminar@scupa.org. This will be the image used in the materials and displayed during the general sessions.

A representative of SCUPA will contact your representative by email for your materials and to assist with any last-minute questions or preparations.

**We welcome pens, pads, sticky notes, flags, etc. featuring your company logo to be included in the attendees’ bags. Email seminar@scupa.org if you’d like to contribute any items (Quantity: 100)**

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#### ADVERTISEMENT SPONSOR – GIFT DONATION SPONSOR

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Advertisement Sponsor:

\_\_\_ Advertisement Sponsor $150.00 Payment Type: [ ] Check # \_\_\_\_\_\_\_\_ [ ] Electronic invoice ($5 fee applies)

 [ ] I am submitting an ad via email (seminar@scupa.org)

 [ ] I am submitting a hard copy of an ad that SCUPA may scan and use for the Power Point and thumbdrive

 [ ] I will also be donating the following door prize for the raffle drawing:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (description of door prize)

Gift Donation(s) Sponsor:

My company would like to donate the following for the raffle drawing:

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (description of door prize)

During a general session, a SCUPA member will introduce your company and draw the winner for the prize(s) you donated.

No later than thirty (30) days before the seminar (**September 15, 2021**), please email a color copy of your logo to seminar@scupa.org. This will be the image used in the materials and displayed during the general sessions.

A representative of SCUPA will contact your representative by email for your materials and to assist with any last-minute questions or preparations.

**We welcome pens, pads, sticky notes, flags, etc. featuring your company logo to be included in the attendees’ bags. Email seminar@scupa.org if you’d like to contribute any items (Quantity: 100)**

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**EXHIBITOR GENERAL INFORMATION**

BREAKFAST AND LUNCH

Gold level and Silver level options include breakfast and lunch for 2 Representatives. Breakfast and lunch for any additional Gold or Silver level representatives will cost $40.00. Breakfast and/or lunch is not included with Bronze level, advertisement sponsor, or donation sponsor options.

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, and gift certificates. Non-traditional and creative door prizes have included items such as flight bags, tech gadgets, jewelry, briefcases, event tickets, or gift certificates for paralegal courses.

INFORMATION FOR EXHIBITORS ABOUT THE KROC CONFERENCE CENTER 424 WESTFIELD STREET GREENVILLE, SC

Schedule for Exhibitors:

Set-Up: 6:30 am

Open: 8:00 am – 4:30 pm

Tear-down: 3:00 pm – 5:00 pm

CANCELLATION DEADLINE FRIDAY SEPTEMBER 24, 2021

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.