



Greetings to All Exhibitors & Professionals!

The planning for the Southeastern Regional Council of the National Association of Housing and Redevelopment Officials Annual Conference is officially underway. This year's conference will be held at the magnificent Gaylord Opryland Resort & Convention Center in Nashville, Tennessee starting on Sunday, June 25, 2017 through Tuesday, June 27, 2017.

This is a prime opportunity to come in contact with hundreds of members from the ten southeastern states – **Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia** – who purchase and use the products and services you may provide for affordable housing and community development activities. Many of the activities (except training) will be held in the Ryman Exhibit Hall to encourage delegates to visit with the vendors.

Professionals are encouraged to purchase a booth so you can display examples of your work and the type of services your agency can provide to Housing Authorities and Community Development Agencies.

Within this packet you will find an Exhibitor / Professional Registration Form, along with a schedule of events and other information that may be useful in regard to setting up an exhibit. You may also register at [www.serc-nahro.org](http://www.serc-nahro.org), under Annual Conference, Registration, Exhibitor/Professional Registration; or use this link <http://www.serc-nahro.org/2017-annual-conference/2017-exhibitor/>. After your registration is received you will receive an email packet from Freeman Nashville, who will be handling any shipment or other display materials that you request. All shipments will be stored by Freeman before your arrival to the conference then placed in your booth when displays are set.

Make your hotel reservations now, we are expecting a crowd! Hotel reservations may be made by calling 615-889-1000 or online at: <https://aws.passkey.com/event/48980411/owner/760/landing?gtid=b0eb34f964a035b2f55615c3995d7644>. Be sure to give the Group Name. The group rate is \$189.00(per night plus taxes & fees). The hotel is the Gaylord Opryland Resort & Convention Center, 2800 Opryland Drive, Nashville, Tennessee, 37214.

We are looking forward to seeing those who have exhibited with SERC in the past as well as meeting new exhibitors for the first time!

If you have questions regarding any of the information, please contact Connie C. Howard at 803-431-2784 or via email at [cchoward@comporium.net](mailto:cchoward@comporium.net).

Please note:

- All checks should be made payable to **SERC, Inc.**
- There will be a charity golf tournament on Sunday, June 25 at the Hermitage Golf Course with opportunities for sponsorship.
- All registrations for exhibitors should be received by June 2, 2017 with advertisements being sent as soon as possible.
- Door prize gifts will be drawn from a container at your booth there will be no central prize drawing container. Attendees must come by your booth to be in the drawing. A container will be provided if necessary.
- All SERC, Inc. checks should be mailed to:

**Connie C. Howard, SERC  
c/o Housing Authority of Fort Mill  
PO Box 220  
Fort Mill, SC 29716**



## GUIDE FOR ENCLOSED INFORMATION

### ***Schedule of Events:***

All of these events are to occur during the Annual Conference. This is subject to change. Make sure to note that all events are to occur in the Ryman Ballroom except for the training sessions.

### ***Exhibitors / Professional Registration:***

Please complete this form when mailing in your registration, and complete all of the form. You may also register online with a credit card (the website will request all of the same information). Please write legibly since this information is where your badge information is derived from. Please remember, this registration does not register you for the hotel.

### ***Affiliate Membership and Renewal Application:***

Completing this form makes your company a member of SERC. The many advantages include access to the SERC website and the membership contacts, a reduced cost for exhibiting, a reduced cost for attending the Fall Workshop to network with the membership and great training, as well as seeing RFP's put out by members.

### ***Sponsorship Opportunities:***

Being a sponsor will show your company name. This year sponsors will be for specific events and your name will be shown at the event as well as in the program and the SERCulator.

### ***Advertisement in the Conference Program:***

Completing this form will advertise your business in the Conference Program. Please note the deadline date for the advertisement to be posted.

### ***Golf Program Flyer:***

For your convenience, the golf information has been included in this packet. It consists of 3 pages. This is the only information that needs to be directed to a different Chairperson if you plan to be in "The Battle Between States & Vendors." Please provide this information to John Black from Norton, VA.

If you need any help with the online registration or need other information please do not hesitate to call or email:

**Connie Howard, (w) 803-431-2784, (c) 803-448-7915, [cchoward@comporium.net](mailto:cchoward@comporium.net)**

## Schedule of Events



### SERC 2017 Annual Conference

June 25 – 27, 2016

Gaylord Opryland Resort & Convention Center

Nashville, TN

(Subject to change)

#### **Sunday, June 25**

1:00 – 6:00 p.m. Registration & Banquet Ticket Exchange - Tennessee Registration Desk  
3:00 – 5:00 p.m. Opening Session- Tennessee Ballroom  
5:30 – 7:00 p.m. Exhibit Hall Reception – Ryman Hall B1 - 3

#### **Monday, June 26**

7:30 – 3:00 p.m. Registration & Banquet Ticket Exchange – Tennessee Registration Desk  
8:00 – 9:00 a.m. Light Breakfast with Exhibitors  
9:00 – 12 noon Concurrent Sessions – Breakout Classrooms  
10:15 – 10:45 a.m. Morning Break – Ryman Exhibit Hall  
12:00 - 1:30 p.m. **Lunch (on your own)**  
1:30 – 4:30 p.m. Concurrent Sessions – Breakout Rooms  
3:15 – 3:45 p.m. Afternoon Break – Ryman Exhibit Hall  
5:30 – 7:30 p.m. Exhibitor’s Reception with display of Scholarship Auction Items – Ryman Exhibit Hall

#### **Tuesday, June 27**

8:30 – 11:00 a.m. Registration & Banquet Exchange – Tennessee Registration Desk  
8:00 – 9:00 a.m. Light Breakfast with Exhibitors  
9:00 – 12:00 noon Concurrent Sessions – Breakout Rooms  
10:15 – 10:45 a.m. Morning Break with the Exhibitors  
12:00 – 1:45 p.m. Legislative Luncheon with Business Meeting – Tennessee Ballroom  
1:45 – 4:30 p.m. Concurrent Sessions – Breakout Rooms  
3:00 – 3:30 p.m. Afternoon Break in the conference area  
5:30 – 6:30 p.m. Reception (cash bar) and Auction viewing with registration – Tennessee Ballroom  
6:30 p.m. – 9:30 p.m. Banquet and Scholarship Auction – Tennessee Ballroom

#### **Wednesday, June 28 Have A Safe Trip Home!**



## ADVERTISEMENT IN THE CONFERENCE PROGRAM

The Conference Program is handled so much during a conference your name will be seen multiple times. If you would like to have an advertisement in the program, please complete this form and return.

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

Company Home Location \_\_\_\_\_

Company Regional Location (if applicable) \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone # \_\_\_\_\_

Contact Person's Address \_\_\_\_\_

Type of Ad Requested (Please check)	Type of Ad	Ad Dimensions	Ad Cost
_____	Full Page	5" (w) x 8" (l)	\$200.00
_____	Half Page	5" (w) x 3.875"(l)	\$150.00
_____	Quarter Page	2.375" (w) x 3.875" (l)	\$85.00

The following ad specifications are recommended:

- Digital Formats accepted: PC Format Only
- PDF, TIF, JPEG, Photoshop 7.0, Pagemaker 6.5
- No bleed ads
- All Ads – 1 color – Reflex Blue
- Camera Ready scannable are accepted, but not preferred.

Please complete this form, enclose your check for the appropriate amount along with your Camera Ready Ad. To insure that your company's advertising is included, this information must be received no later than **May 25, 2017**. Please submit your information to:

**Connie C. Howard**  
**Housing Authority of Fort Mill**  
**PO Box 220**  
**Fort Mill, SC 29716-0220**  
**803-431-2784, [cchoward@comporium.net](mailto:cchoward@comporium.net)**



**Sponsorship Opportunities  
Annual SERC-NAHRO Conference  
Gaylord Opryland Resort, Nashville, Tennessee**



**Music City Program Sponsor: - \$5000** \_\_\_\_\_

Your name and logo will be printed on the front of the program, as well as within the program. You will also receive a Full Page Ad in the SERCulator (4 issues). You will also be recognized in the conference program, opening session, and all other functions.

**Bluebird Café Break Sponsor: - \$1000**      \_\_\_\_\_

Your name and logo will be in the conference program. Your name and logo will be posted on a sign at the break stations.

Sponsorship commitments must be submitted by May 25, 2017 to be placed in the program. Please make checks to SERC, Inc., and mail to Connie Howard, Housing Authority of Fort Mill, PO Box 220, Fort Mill, SC 29716. You may contact Ms. Howard at 803-431-2784 or [cchoward@comporium.net](mailto:cchoward@comporium.net).

Company Information

Corporate / Individual Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

This year the SERC Scholarship Committee will be having a silent and LIVE auction on Tuesday evening at the banquet.

I would like to ask you if possible to provide something for this auction; whether it be professional or personal. The scholarships go to deserving students of the ten states within SERC. These students must have good grades, be good citizens, and aspire to be productive, responsible, healthy, loving adults. Of course, there will be more to come about this!



The hotels listed below were found online and there is no opinion or reference being given for them.

Other Hotels close to the Opryland Resort

Fiddlers Inn	2410 Music Valley Drive, Nashville	Rated low	\$72.00	0.5 from Opryland
Days Inn Opryland	2460 Music Valley Drive, Nashville	Rated Very Low	\$108.00	0.6 from Opryland
Fairfield Inn Opryland	211 Music City Circle, Nashville	Rated High	\$189.00	0.8 from Opryland
Best Western Opryland	201 Music City Circle, Nashville	Rated Average	\$251.00	0.8 from Opryland
Econo Lodge North	110 Maplewood Lane, Nashville	Rated Average	\$110.00	3.8 from Opryland
Residence Inn Airport	2300 Elm Hill Pike, Nashville	Rate Average	\$259.00	4.0 from Opryland
Baymont Inn & Suites	2350 Elm Hill Pike, Nashville	Rated Low	\$117.00	4.0 from Opryland
Courtyard Hotel Airport	2508 Elm Hill Pike, Nashville	Rated High	\$209.00	4.1 from Opryland
Comfort Suites Airport	2521 Elm Hill Pike, Nashville	Rated Average	\$180.00	4.2 from Opryland
Extended Stay America Hotel America	2525 Elm Hill Pike, Nashville	Rated Low	\$115.00	4.2 from Opryland
Quality Suites Airport	2615 Elm Hill Pike, Nashville	Rate High	\$189.00	4.3 from Opryland
Hilton Garden Inn Airport	412 Royal Parkway, Nashville	Rated High	\$224.00	4.3 from Opryland