



2019 SERC-NAHRO Annual Conference
JW Marriott - Orlando
23-26 June, 2019
Orlando, Florida

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 JW Marriott Grande Lakes in Orlando Florida starting on Sunday, June 23, 2019 through Tuesday, June 25, 2019.

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 Exhibit Hall to encourage delegates to visit with the vendors. This Coquina Ballroom is a 14,400 square foot space located on the convention center portion of the hotel.

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, under Annual Conference, Registration, Exhibitor/Professional Registration; or use this link <http://www.serc-nahro.org/2019-annual-conference/2019-exhibitor/>. After your registration is received you will receive an email packet from Gary Erwin, who will guide you with any shipment or other display materials that you request. All shipments will be shipped to and stored by a selected convention services company before your arrival to the conference then placed in your booth when displays are set. Specific instructions from that company will be provided to you at a later time.

Make your hotel reservations now, we are expecting a crowd! Hotel reservations may be made by calling 1-800-266-9432 or [CLICK HERE](#) . Be sure to give the Group Name. The group rate is \$199-239(per night plus taxes & fees). The hotel is the JW Marriott Grande Lakes, 4040 Central Florida Parkway Orlando, Florida 32837.

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 Gary Erwin at 770-483-6964 or via email at gerwin@conyershousing.com

Please note:

- All checks should be made payable to **SERC, Inc.**
- There will be a charity golf tournament on Sunday, June 23th, at the Golf Course with opportunities for sponsorship. Shotgun start at 8:30 am.
- All registrations for exhibitors should be received by June 1st 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. Please provide a container at your booth for our announcer to draw names from.
- All SERC, Inc. checks should be mailed to:

SERC
ATTN: Gary Erwin
Housing Authority of Conyers
1214 Summer Circle
Conyers, GA 30012

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 exhibit events are to occur in the Coquina 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 Tom Wachs from Eufaula Alabama.

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

Gary Erwin, (w) 770-483-6964, (c) 404-427-1204, gerwin@conyershousing.com

Schedule of Events
SERC 2019 Annual Conference
June 23 – 25, 2019
JW Marriott Grande Lakes Conference Center
Orlando, Florida

(Subject to change)

Sunday, June 23

8:30 – 1:00 p.m.	Golf Tournament. (Tentative)
8:00 – 6:00 p.m.	Exhibitor Registration 1 st floor in front of the Coquina Ballroom
1:00 – 6:00 p.m.	Registration & Banquet Ticket Exchange.
1:00 – 2:00 p.m.	Exhibit Viewing & Refreshments – Coquina Ballroom
3:00 – 5:00 p.m.	Opening Session
5:30 – 7:00 p.m.	Exhibit Hall Reception – Coquina Ballroom

Monday, June 24

7:30 – 3:00 p.m.	Registration & Banquet Ticket Exchange – Registration Desk
8:00 – 9:00 a.m.	Continental Breakfast with Exhibitors-Coquina Ballroom
9:00 – 11:30 a.m.	Concurrent Sessions – Breakout Classrooms
10:15 – 10:30 a.m.	Morning Break –Exhibit Hall Coquina Ballroom
11:30 - 1:30 p.m.	Scholarship Luncheon & Auction - Coquina Ballroom B
1:30- 4:30pm	Concurrent Sessions – Breakout Rooms
3:00 – 3:15 p.m.	Afternoon Break – Exhibit Hall Coquina Ballroom
5:30 – 7:00 p.m.	Exhibitor’s Reception, Coquina Ballroom

Tuesday, June 25

8:30 – 11:00 a.m.	Registration & Banquet Exchange – Registration Desk
8:00 – 9:00 a.m.	Continental Breakfast with the Exhibitors – Coquina Ballroom
10:15 – 1030 a.m.	Morning Break –Exhibit Hall Coquina Ballroom
9:00 – 12:00 noon	Concurrent Sessions – Breakout Rooms
12:00 – 1:30 p.m.	Legislative Luncheon with Business Meeting – Coquina Ballroom B
1:30 – 4:30 p.m.	Concurrent Sessions – Breakout Rooms
3:00 – 3:15 p.m.	Afternoon Break
6:30 p.m. – 9:30 p.m.	Presidents Reception

Wednesday, June 26 **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 24, 2019**. Please submit your information to:

Gary Erwin
Housing Authority of Conyers
1214 Summer Circle
Conyers, GA 30012
770-483-6964; gerwin@conyershousing.com

Sponsorship Opportunities
Annual SERC-NAHRO Conference
JW Marriott Grande Lakes, Orlando Florida

Luncheon 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.

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 24, 2019 to be placed in the program. Please make checks to SERC, Inc., and mail to Gary Erwin, Housing Authority of Conyers, 1214 Summer Circle Conyers, GA 30012. You may contact Gary at 770-483-6964; gerwin@conyershousing.com

Company Information

Corporate / Individual Name _____

Title _____

Address _____

This year the SERC Scholarship Committee will be having a silent and **LIVE auction at Monday afternoon's Luncheon.**

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!

