



To: Exhibitors & Professionals  
From: Susan C. Lillis, Exhibit Chair  
Subject: Exhibitor/Professional Registration  
Date: March 26, 2024

We invite you to attend the Southeastern Regional Council of NAHRO to be held at the Sheraton Four Seasons, Greensboro, NC on June 23<sup>rd</sup> – 25<sup>th</sup>, 2024.

What an opportunity to come in contact with hundreds of delegates 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 service you provide for housing and community development activities. Special treats and breaks will be provided in the exhibit area to encourage participants to visit the vendors.

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

Attached is the **Exhibitor/Professional Registration form, Schedule of Events (tentative), Advertisement in Conference Program, Scholarship Opportunities and Door Prize forms**. All booth reservations will be made on a first come first serve basis. After we receive your registration form, you will receive an email

from that will have a connection to an online link and other important information.

**HOTEL ROOM RESERVATIONS:** A block of rooms have been set aside for Exhibitors only. The group rate is \$179 (per night + tax) this will need to be paid directly to the hotel upon check-in. It will be your responsibility to make your own hotel reservations. The hotel is the Sheraton Greensboro at Four Seasons located at 3121 W Gate City Blvd, Greensboro, NC 27407.

We look forward to seeing those who have exhibited in the past and welcoming new exhibitors who will be with us for the first time this year. If you have any questions regarding this information, please contact Susan C. Lillis at 859-353-5501 or email [slillis@richmond.ky.us](mailto:slillis@richmond.ky.us)

**If you are mailing a check please make payable to SERC, Inc. and mail to the address listed below. You may also register online with a credit card, please see enclosed information.**

**Susan C. Lillis, Exhibit Chair  
c/o Richmond Section 8 Housing  
P O Box 250  
Richmond, KY 40476-0250**

## Guide for the Enclosed Information

### Schedule of Events:

This is the schedule for the events to take place at the SERC Conference on June 23<sup>rd</sup> – 25<sup>th</sup>, 2024 at the Sheraton Greensboro at Four Seasons, Greensboro, NC. However, it is subject to change. **NOTE: the current schedule is being revised.**

### Exhibitor/Professional Registration and Contract:

Completing this form will register you for the Conference. **One may also register online with a credit card at [serc-nahro.com](http://serc-nahro.com).** NOTE: This will NOT register you for a hotel room you need to review the Exhibitors letter to make hotel reservations.

### Sponsorship Opportunities:

Completing this form will sponsor several functions and recognize your business in the SERCulator Magazine.

### Advertisement in Conference Program:

Completing this form will advertise your business in the Conference Program. Please note there is a deadline date for this AD to be posted May 10th, 2024.

### Door Prize:

Completing this form confirms that your business will be providing a door prize to be give away at the Conference. I will be visiting each booth and let the vendor give a brief summary about their business before drawing a name. Remember to bring tickets/paper, pens and a basket for clients to drop ticket into. An example of past prizes are cash, gift certificates, IPod, radio and any item related to the Theme.

**The Theme is: Housingopoly “A Blueprint for Success”**  
**Please call me if you need assistance: Susan @ 859-353-7668**

**REGISTRATION AND CONTACT INFORMATION**  
**EXHIBITOR/PROFESSIONAL**  
**Sheraton Greensboro at Four Seasons**  
**Greensboro, NC**  
**June 23<sup>rd</sup> -25<sup>th</sup>, 2024**

	<u>SERC</u> <u>Member</u>	<u>NON-SERC</u> <u>Member</u>	
<b>Exhibitor Registration Fee</b>	\$950	\$1100	\$_____
Booth Provided			
Two (2) Representatives			
Includes tickets to all functions			
<b>Professional Registration Fee</b>	\$800	\$950	\$_____
No Booth assigned			
One (1) representative			
Includes tickets to all functions			
<b>Additional Representatives</b>	\$350	\$450	\$_____
Exhibitor, Professional or spouse			
Includes tickets to all functions			
<b>TOTAL AMOUNT ENCLOSED</b>			\$_____

*All reservations must be accompanied with full payments. Registration fees are not refundable if cancelled after June 6, 2024. Will you need electrical services at your booth? YES NO Exhibitor is responsible for electrical payment through the hotel. Hotel form must be submitted.*

**BOOTH NAME:**

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Please write your booth name on above line.....check spelling.....

Next: Complete Exhibitor Information Form

## EXHIBITOR INFORMATION

**Contact Name:** \_\_\_\_\_  
Person to receive correspondence related to the Exhibition

**Attendee Name:** \_\_\_\_\_  
Name of person to be printed in the program for client contact

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

Products and/or services provided by your company.....tell us a little bit about yourself:

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Example: Computer Software, Audit Reports, Paint Supplies, Pest Control, Locks and etc.

This is the \_\_\_\_\_ year(s) your firm has exhibited at the SERC-NAHRO Conference.

Please list the name of representative(s) who will attend below. List first and last name as you wish it to appear on the Conference ID Badge along with their title.

NAME	TITLE
_____	_____
_____	_____
_____	_____
_____	_____

**Your information will be given to HOLLINS EXPOSITION for any shipping you may need completed.**

**Advertisement in Conference Program  
Greensboro, NC  
June 23<sup>rd</sup> – 25<sup>th</sup>, 2024**

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

Company Address: \_\_\_\_\_

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

Contact Person Address: \_\_\_\_\_

Type of Ad	Ad Dimensions	Ad Cost
Full Page	5" (w) x 8" (t)	\$200.00
Half Page	5" (w) x 3.875" (t)	\$150.00
¼ Page	2.375" (w) x 3.875" (t)	\$85.00

Please circle the type of Ad you are requesting

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 scan able art accepted, but not referred

Please complete this form and enclose your check in 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 10, 2024. Please submit information to:**

**Susan C. Lillis, Richmond Section 8 Housing  
P O Box 250  
Richmond, KY 40476  
Questions: call 859-353-5501 or email [slillis@richmond.ky.us](mailto:slillis@richmond.ky.us)**

# SPONSORSHIP OPPORTUNITIES

Greensboro, NC

June 23<sup>rd</sup> – 25<sup>th</sup>, 2024

Please accept our support at the following lever: (check one)

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

Title: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Signature of Company Representative: \_\_\_\_\_

❖ **RED SPONSORSHIP - \$5,000** \_\_\_\_\_

1/2 Page Ad in the Serculator (2 issues)

You will be recognized in the Conference Program, Opening Session and all other functions.

❖ **BLUE SPONSORSHIP - \$2,000** \_\_\_\_\_

1/3 Page Ad in the Serculator (1 issue)

You will be recognized in the Conference Program, Opening Session and all other functions.

❖ **SILVER SPONSORSHIP - \$1,000** \_\_\_\_\_

You will be recognized in the Conference Program.

**Sponsorship commitments must be submitted by MAY 10<sup>th</sup>, 2024 to be place in the program.**

Please make checks to SERC, Inc. and mail to Susan Lillis P O Box 250 Richmond, KY 40476. You may contact me at 859-353-5501 or slillis@richmond.ky.us

**DOOR PRIZES**  
Greensboro, NC  
June 23<sup>rd</sup> – 25<sup>th</sup>, 2024

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

*This year all gifts will be given away by the person(s) in charge of the Exhibit booth. Please list below the item(s) your company will be providing as a door prize.*

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Signature Title Date

Please return with registration information. If you register by credit card please email this form to [slillis@richmond.ky.us](mailto:slillis@richmond.ky.us)

Thank you,

Susan C. Lillis  
Exhibit Chair





FY 2024 Dues  
October 1, 2023 - September 30, 2024

AFFILIATE MEMBERSHIP  
AND RENEWAL APPLICATION

For Payment by Check  
See reverse side for information  
On Payment by Credit Card

Step 1. Please Confirm and Correct Agency Information:

Information is Correct

New Membership

Membership Renewal

Information needs corrections, as shown

Phone:

Fax:

Email:

Web Address:

Membership Number:

Contact Person		
Title		
Agency		
Address		
City	State	Zip
Phone	Fax	
Email		
Web Address		

Who will be attending exhibitions or trade shows:

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Step 2. Please tell us what goods or services your company provides:

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See reverse side for information  
on payment by Credit Card

Step 3. While SERC-NAHRO would prefer you pay online via credit card, you can send your check with this completed form to: \$200.00

SERC-NAHRO Membership  
PO Box 436923  
Louisville, KY 40253

If you have any questions contact: [ejohnston@LMHA1.org](mailto:ejohnston@LMHA1.org) or (502) 551-7420

Pay Online at:



*There is a better way to pay!*

**SERC-NAHRO's  
preferred payment  
method is with a Credit  
Card on the web site!**

SERC - from their website - will accept Mastercard, Visa and American Express credit and debit cards at this time. To pay Membership Dues on line see the link at the bottom of this page. If you have problems accessing the site or using the forms, please contact Douglas Freeman at (706) 312-3167 or [dfreeman@augustapha.org](mailto:dfreeman@augustapha.org).

Of course, we are glad to accept payment in the form of a check for your Membership Dues.

Please see the reverse side of this form for information for check payment.



Direct link to invoice online: