

14TH ANNUAL SEVIER COUNTY HOSPITALITY ALLIANCE TRADE SHOW

Presented by:



Tuesday March 31st, 2015
10am-4pm
The LeConte Center in Pigeon Forge

Bring ALL Employees

Owners-Managers-Executive Housekeepers-Maintenance Supervisors-Hosts/Hostesses-
Bartenders-Kitchen Staff-Retail Sales Associates-Servers-

Attendees will wear color-coded name tags so you can identify the decision makers

FREE Educational Seminars

IMPORTANT INFORMATION

- You must provide a door prize with a minimum value of \$50 (one door prize *per booth*).
- Booth space (10x10 booths) is on a first come-first served basis, and is assigned by members of the tradeshow committee.
- Show registration application and full payment must be received no later than Friday February 27th, 2015 to avoid late penalties
- Please make checks payable to SCLA, and mail to SCLA, PO BOX 520, Pigeon Forge, TN 37868
*****Registrations WILL NOT be accepted in person, over the phone or via email*****
- Set-up: March 30th, 2014 8am – 5pm or March 31st, 2015 6am – 9:00am
- Break-down: March 31st, 2015 5pm – 6pm

PRICING

- Member of local association (GHA, PFHA, SMVLA, SHA): \$150 per booth
- Non-members: \$350 per booth
- Electricity Fee (must be requested at time of application): \$30 per booth
- Late Fees (registrations received after February 27th, 2015): \$50 per booth in addition to registration fee

Sevier County Hospitality Alliance Trade Show Presented by:



- Smoky Mountain Vacation Lodging Association – Brad Ivens
 - Pigeon Forge Hospitality Association- Pam Smith
 - Gatlinburg Hospitality Association- Cornelia Dobbins
 - Sevierville Hospitality Association- Lauren Chesney

14th ANNUAL Sevier County Hospitality Alliance Trade Show

Smoky Mountain Vacation Lodging Association- Pigeon Forge Hospitality Association-
Gatlinburg Hospitality Association- Sevierville Hospitality Association

Presented by:



Wednesday, March 31st, 2015

10:00am - 4:00pm

Set-up March 30th - 8:00 am – 5:00 pm, March 31st – 6:00 am – 9:00 am

The LeConte Center

TRADE SHOW BOOTH REGISTRATION

Company Name: _____

Description of Sales or Service: _____

Mailing Address: _____

City, State, Zip: _____

Contact Name: _____ Phone: _____

Fax: _____ E-mail: _____

- Please indicate how you prefer to receive your confirmation: FAX _____ EMAIL _____
- **Members of PFHA, GHA, SHA, or SMVLA:** Number of 10x10 booth spaces @ \$150 per space: _____ (max. 3 booths per business)
- **Non-Members:** Number of 10x10 booth spaces @ \$350 per space: _____ (max. 3 booths per business)
- Electricity @ additional \$30 per booth: Yes _____ No _____ (one 25ft ext. cord provided per booth)
- Wireless internet is available at no additional charge
- Each booth will be provided a clothed and skirted 6 ft table and two chairs
- Additional information you would like us to know: _____

*****ALL trade show participants are required to bring one door prize per booth valued at least \$50*****

Door Prize Description: _____

This completed application along with your payment MUST BE received at the address below by Friday February 27th, 2015 to guarantee your space. All space is first come first served, and is assigned by the Trade Show Committee. **Registration AFTER Feb. 27th is \$200 per booth (members), \$400 per booth (non-members)**

Please make check payable to SCLA, and mail to PO BOX 520, Pigeon Forge, TN 37868.

****Please DO NOT pay association dues and registration fees with the same check. Mail association dues to the local association that you wish to join.****

REGISTRATION WILL NOT BE ACCEPTED IN PERSON, OVER THE PHONE, or VIA EMAIL

For More Information Please Contact:

Christie Connatser @ 865-436-4878, christie.jordan@hilton.com