



**19<sup>th</sup> Annual Hospitality Trade Show  
Registration Packet**

**Please read ALL of the information in this packet.**

**Wednesday April 1<sup>st</sup>, 2020  
Sevierville Convention Center**

Brought to you by:



# DETAILS

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## **Date, Time, & Place:**

- Wednesday April 1<sup>st</sup>, 2020, at the Sevierville Convention Center, 10:00 AM – 4:30 PM
- Set-Up: Tuesday March 31<sup>st</sup>, 2020, 12 Noon – 4 PM, and Wednesday April 1<sup>st</sup>, 6:00 AM – 7:30 AM
- Break-Down: Wednesday April 1<sup>st</sup>, 2020, 4:30 PM – 5:30 PM

**\*\* Set-up on April 1<sup>st</sup> is limited \* Please make every effort to check-in and set-up your booth on March 31<sup>st</sup>\*\***

## **Pricing:**

- Sevier County Hospitality Association Members (PFHTA, SHA, GHA, SMVLA, SMWA): \$250.00/booth
- Non-members or members of other associations: \$400/booth
- Please DO NOT send local association dues or applications with your trade show registration.

## **Registration & Payment:**

- PLEASE SEND REGISTRATION FORM WITH ALL PAYMENTS
- Registration Form & payment must be received by Friday February 28<sup>th</sup>, 2020, to avoid late fees.
- **Registrations will not be accepted after March 18<sup>th</sup>, 2020.**
- Payment can be made with a check or credit card (processing fees will apply).
  - Mail payment and registration forms to:  
SCLA, P.O. Box 520, Pigeon Forge, TN 37868

**\*\*Registrations WILL NOT be accepted in person, over the phone or via email\*\***

***BOOTH SPACE IS ASSIGNED ON A FIRST COME, FIRST SERVED BASIS***

## **Meals:**

- Booth cost includes 2 registrations for the SCHA Breakfast Meeting with Tennessee's Commissioner of Tourism, Mr. Mark Ezell. Wednesday April 1<sup>st</sup>, 2020, 8 AM to 10 AM. You MUST RSVP for this meeting on the following application.
- Each booth will receive 2 tickets for a boxed lunch provided by the Sevierville Convention Center and Spectra.

## **Cancellation:**

All cancellation requests must be submitted in writing. No refunds will be given for cancellations within 14-days of the show.

**For Questions & Other Information Please Contact:**

Christie Connatser @ 865-436-9626, [christie.connatser@hilton.com](mailto:christie.connatser@hilton.com)

# Trade Show Booth Registration

**PLEASE FILL OUT ALL OF THE INFORMATION BELOW AND PRINT CLEARLY:**

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

Description of Sales or Service: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact/Attendee Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

• **Members of PFHTA, GHA, SHA, SMWA, or SMVLA:**

○ # booth spaces @ \$250 per space: \_\_\_\_\_

*I am a member of:* \_\_\_ PFHA \_\_\_ SHA \_\_\_ GHA \_\_\_ SMWA \_\_\_ SMVLA

• **Non-Members:**

○ # of booth spaces @ \$400 per space: \_\_\_\_\_

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

**Door Prize Description:** \_\_\_\_\_

• **Please indicate whether or not you will be attending the SCHTA Breakfast with Tennessee's Commissioner of Tourism, Mr. Mark Ezell.**

○ *Yes, I will be attending, # attending* \_\_\_\_\_ (limit 2)

○ *No, I will not be attending the breakfast*

***BOOTH SPACE IS ASSIGNED ON A FIRST COME, FIRST SERVED BASIS***

**Registration AFTER February 28<sup>th</sup>, 2020, is \$325 per booth (members), \$475 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\*\*\***

**For Questions & Other Information Please Contact:**

Christie Connatser @ 865-436-9626, [christie.connatser@hilton.com](mailto:christie.connatser@hilton.com)

**Office Use Only**

Date Received:	Payment Information:	Comments:

# Credit Card Authorization Form

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I, \_\_\_\_\_, the credit card holder, give permission to the Sevier County Hospitality Alliance authority to sign for and use the following credit card to pay for all registration fees for the Sevier County Hospitality Alliance Trade Show. Please note that a 4% processing fee will be added for credit card payments.

**Total Fees Due (from registration form):** \_\_\_\_\_

**Credit Card Type:** MasterCard    Visa    American Express    Discover

**Credit Card Number (last 4 #'s Only):** \_\_\_\_\_ **EXP.** \_\_\_\_\_

*For security purposes please do not send the entire credit card number. Once we received your registration we will call you for the full number.*

Card Holder Name (print): \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

**For Questions & Other Information Please Contact:**

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