

REACH THE ENTIRE SOUTHEAST REGION AT ONE CONVENTION

SEVA 2018  
NEXT



DO NOT MISS  
THE SOUTH'S  
PREMIER  
VENDING  
EVENT IN A  
PREMIER  
LOCATION!

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SEVA 2018 CONVENTION

WHEN: AUGUST 7 – 9, 2018

WHERE: *Hilton Sandestin Beach Golf Resort & Spa*

INFO: [www.southeastvending.org](http://www.southeastvending.org)

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*Join us in Sandestin to discuss the future of  
our industry and find out what's next.*

ALABAMA  
GEORGIA  
FLORIDA  
MISSISSIPPI  
LOUISIANA  
TENNESSEE

# 2018 SEVA SPONSORSHIP PACKAGE

## JOIN US AS A 2018 SEVA CONVENTION SPONSOR - AUGUST 7-9, 2018!

The 2018 SEVA Convention will host six states in one location and you don't want to miss it! Your sponsorship of this event will allow you to reach buyers and demonstrate support for their organization. We expect over 250 people to attend the convention, with more than 50 operator companies represented. As a sponsor of SEVA, you can be sure that you will be reaching an influential audience of key decision makers in the relaxed atmosphere of Hilton Sandestin Beach Golf Resort & Spa.

SEVA operators represent over \$400 million in sales volume, 1,500 routes and 60,000 machines.

## SPONSOR BENEFITS AND RECOGNITION!

- **EVENT PROMOTION:** Sponsors are recognized through special badges, ribbons, signage, sponsor loops and stage recognition!
- **ADVERTISING:** Advertise through print ads, programs, website and social media promotions!
- **BRAND/ PRODUCT PROMOTION:** Promote your brand or your latest product at the Supplier Showcase!
- **TAKE THE STAGE:** As a Presenting, Platinum or Gold sponsor take the stage to promote your company or brand. Engage the audience with a game or your latest advertising!
- **GIVEAWAY:** Score Big with your customers by giving a SEVA supplied gift card away to one of your lucky customers!
- **GET ACTIVE:** Join an activity with your customers for some friendly competition in Golf, Volleyball or Murbles!
- **NETWORKING:** Spend quality time with your customers at a SEVA sponsored dinner and show!

**WANT TO KNOW MORE?** Contact **SEVA Sponsorship Chair Paul McManaway** at **901-355-4182** or [paul.mcmanaway@pfgc.com](mailto:paul.mcmanaway@pfgc.com).

**DON'T DELAY! ALL SPONSORSHIP CONFIRMATIONS AND PAYMENT MUST BE IN BY JUNE 1, 2018.**

<b>SEVA 2018 SPONSORSHIP LEVELS</b>	<b>PRESENTING</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>GOLF</b>
<b>SPONSOR BENEFITS</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$500</b>
<b>COMPLIMENTARY</b> Convention Registration(s) per level. Up to \$1500 Value.	<b>6</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>
<b>ACCESS</b> to SEVA Convention Attendee List.	✓	✓	✓	✓	✓	✓
<b>CONVENTION RECOGNITION</b> to Include Signage.	✓	✓	✓	✓	✓	✓
<b>PRINT AD OR LISTING</b> in Convention Program.	<b>FULL PAGE COLOR</b>	<b>FULL PAGE B&amp;W</b>	<b>HALF PAGE B&amp;W</b>	<b>HALF PAGE B&amp;W</b>	<b>LISTED</b>	<b>N/A</b>
<b>ADVERTISE</b> your Logo on Rotating Banner or Name Listing on Sponsor Page. See <i>Grid for Designation</i> .	<b>1<sup>st</sup> Position LOGO</b> Landing & Sponsor Page	<b>2<sup>nd</sup> Position LOGO</b> Landing & Sponsor Page	<b>3<sup>rd</sup> Position NAME LISTING</b> Landing & Sponsor Page	<b>NAME LISTING</b> Sponsor Page	<b>NAME LISTING</b> Sponsor Page	<b>N/A</b>
<b>SOCIAL MEDIA</b> Sponsor Recognition on SEVA FB Page	✓ 5 – 10 Mentions	✓ 1-5 Mentions	<b>Non Logo</b> Sponsor Recognition	<b>Non Logo</b> Sponsor Recognition	<b>Non Logo</b> Sponsor Recognition	<b>N/A</b>
<b>PROMOTIONAL OPPORTUNITY!</b> Take the stage to promote your company/product by engaging your audience with games or your latest commercials. This will occur during Educational Sessions at the event.	<b>15 min</b>	<b>10 min</b>	<b>5 min</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>PROMOTIONAL OPPORTUNITY!</b> Promote your company or product with a Table Centerpiece at selected Educational Session.	✓	✓	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>PROMOTIONAL OPPORTUNITY!</b> Promote company in foyer during determined breaks between Educational Sessions. See <i>Grid for Designation</i> .	<b>Entire Convention</b>	<b>One Day Only</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>PROMOTIONAL OPPORTUNITY!</b> Permitted to Have VISI (Glass Front) Cooler Onsite.	<b>Entire Convention</b>	<b>One Day Only</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>NEW PROMOTIONAL OPPORTUNITY!</b> Showcase your products in the Registration Sample Bag.	<b>PRIME AMENITY</b> <b>Up to 3 products</b>	<b>PRIME AMENITY</b> <b>Up to 2 products</b>	<b>AMENITY</b> <b>1 product</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>PROMOTIONAL OPPORTUNITY!</b> Company/Product NON-SALES Flyer in Registration Sample Bag or Registration Desk.	<b>2 Flyers</b>	<b>1 Flyer</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>PROMOTIONAL OPPORTUNITY!</b> Sample Bag Sponsorship (Flyer Insert Supplied by SEVA).	✓	✓	✓	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>PROMOTIONAL OPPORTUNITY!</b> Booth at SUPPLIER SHOWCASE includes 6' table. Ice Barrels are permitted.	<b>PRIME LOCATION</b> <b>1<sup>st</sup> POSITION</b> <b>LARGER BOOTH</b>	<b>PRIME LOCATION</b> <b>LARGER BOOTH</b>	<b>REGULAR BOOTH</b>	<b>REGULAR BOOTH</b>	<b>NO BOOTH</b>	<b>N/A</b>
<b>PROMOTIONAL OPPORTUNITY!</b> Score big with your customers by giving away a SEVA-provided gift card during the event. Everyone loves to win!	<b>\$300</b>	<b>\$200</b>	<b>\$100</b>	<b>\$75</b>	<b>N/A</b>	<b>N/A</b>
<b>ACTIVITY SPONSOR!</b> Sponsor activities such as Volleyball, Murbles and/or Cornhole at the event.	✓	✓	<b>Choose 1</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>GOLF</b> Hole Sponsorship.	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>N/A</b>	<b>N/A</b>
<b>GOLF ONLY:</b> Company Logo on Rules Sheet. Golf Sponsor Signage.	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	✓
<b>ADDITIONAL COMPANY CO-SPONSORS:</b> These may be added for \$500 per Company. See <i>Number Allowed</i> .	<b>Unlimited</b>	<b>Unlimited</b>	<b>Up to 2 Additional Co-Sponsors</b>	<b>1 Additional Co-Sponsor</b>	<b>N/A</b>	<b>N/A</b>

# SPONSOR COMMITMENT FORM & CHECKLIST

- ✓ Please complete this form and **SCAN & EMAIL** to **SEVA SPONSOR CHAIR** and **SEVA TREASURER**.
- ✓ Once received, the **SEVA TREASURER** will email an invoice and registration code if applicable to sponsor contact.
- ✓ Sponsor **WILL MAIL CHECK** to address below **OR PAY BY INVOICE** (credit card or bank draft via invoice link).
- ✓ **TO ENJOY FULL SPONSORSHIP BENEFITS, ALL PAYMENTS MUST BE RECEIVED BY JUNE 1, 2018.**

Please **EMAIL COMPLETED FORM** to:

SEVA Sponsor Chair Paul McManaway at [paul.mcmanaway@pfgc.com](mailto:paul.mcmanaway@pfgc.com)  
and SEVA Treasurer Lauren Harris at [lharris@mmsalescompany.com](mailto:lharris@mmsalescompany.com).

Once received, you will **RECEIVE AN EMAIL WITH AN INVOICE, A CODE** for your complimentary registration(s) if applicable. Payment may be made via a link for credit card payments which will be sent via confirmation email or via check made payable to SEVA.

### CHECK PAYMENT:

**CHECKS** are also accepted and may be **MADE PAYABLE TO SEVA** and **MAILED** to:  
SEVA TREASURER - Lauren Harris  
300 Eraste Landry, Lafayette, LA 70506

**PAYMENT INFO** →

### CREDIT CARD PAYMENT:

Click **INVOICE LINK** received via confirmation email to pay by credit card.

## SPONSORSHIP LEVEL

SPONSORSHIP LEVEL	PRICE	COMP REGISTRATIONS	GOLF HOLES
<input type="checkbox"/> <b>PRESENTING SPONSOR</b>	\$15,000	6	2
<input type="checkbox"/> <b>PLATINUM SPONSOR</b>	\$10,000	4	1
<input type="checkbox"/> <b>GOLD SPONSOR</b>	\$5,000	2	1
<input type="checkbox"/> <b>SILVER SPONSOR</b>	\$2,500	1	1
<input type="checkbox"/> <b>BRONZE SPONSOR</b>	\$1,500	0	0
<input type="checkbox"/> <b>GOLF HOLE SPONSOR</b>	\$500	0	0
<input type="checkbox"/> <b>ADDITIONAL SPONSOR, COMPANY NAME(S):</b>	\$500	0	0
<input type="checkbox"/> <b>I WILL NEED ELECTRICITY FOR SUPPLIER SHOWCASE</b>			

**CONTACT NAME:** \_\_\_\_\_

**COMPANY NAME:** *(as you'd like it to appear in promotion)* \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY, STATE & ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**EMAIL REQUIRED:** \_\_\_\_\_

# SUMMER CONVENTION HIGHLIGHTS

## TUESDAY, AUGUST 7

1:00 p.m. - 5:00 p.m. **Registration**

4:00 p.m. - 5:00 p.m. **State Association Meetings**

7:00 p.m. - 9:00 p.m. **Opening Night Party**

## WEDNESDAY, AUGUST 8

7:00 a.m. - 11:00 a.m. **Registration**

8:00 a.m. - 11:15 a.m. **Educational Sessions**

12:15 p.m. **Golf Tournament**

1:00 p.m. **Murbles Tournament**

6:00 p.m. - 9:30 p.m. **Silent Auction, Reception,  
Dinner w/ Featured Entertainment**

## THURSDAY, AUGUST 9

8:15 a.m. - 11:30 a.m. **Educational Sessions**

11:30 a.m. – 1:30 p.m. **Supplier Showcase & Lunch**

3:30 p.m. **Beach Volleyball Tournament**

2:00 p.m. **Corn Hole Tournament (Rain Alternative to Volleyball)**

**FREE NIGHT FOR SEVA & OPPORTUNITY FOR SUPPLIERS TO TAKE CUSTOMERS TO DINNER**

**FULL CONVENTION DETAILS WILL BE AVAILABLE IN JUNE @ [southeastvending.org](http://southeastvending.org)**



## STILL HAVE QUESTIONS?

CONTACT PAUL MCMANAWAY, SPONSORSHIP CHAIR → [paul.mcmanaway@pfgc.com](mailto:paul.mcmanaway@pfgc.com)

QUESTIONS FOR TREASURER? Lauren Harris → [lharris@mmsalescompany.com](mailto:lharris@mmsalescompany.com)